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ABSTRACT

This document presents the results of a comprehensive 1973 Reserve Officer Training Program (ROTC) survey of enrollment potential and career potential for a variety of college-based military officer training programs. It indicates the extent of career motivation among 1973 enrollees and makes comparisons with a similar survey of 1972 enrollees. Some comparisons made are (1) the levels of factual knowledge of, and attitudes toward, military officer training programs; (2) factors related to expressed interest in applying for enrollment in ROTC programs; and (3) the perceived quality of ROTC instructional course work. Additional results indicate that: (1) a majority of cadets were willing to stay and continue into the advanced program, even without financial aid; (2) the proportion for Army enrollees was much lower than for Navy enrollees; (3) almost half of all advanced cadets were undecided about staying on active duty for more than one tour of duty: (4) "military career opportunities" and the chance for "travel, adventure, and new experience" were the most commonly cited reasons for entering ROTC; (5) Navy cadets also endorsed the opportunity for further academic education ; (6) a majority of Army and Air Force scholarship enrollees indicated they would have entered ROTC without a scholarship; and (7) over 60 percent in all services indicated they would entered ROTC without substantial allowances. (Author/KE)

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Career Potential Among ROTC Enrollees:

A Comparison of 1972 and 1973 Survey Results

Manpower Development Division
Air Force Human Resources Laboratory

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Research into the career intentions of Army, Navy and Air Force ROTC cadets showed that a majority were willing to stay and continue into the advanced program, even without financial aid. The proportion for Army enrollees was much lower than for Navy or Air Force enrollees. Almost half of all advanced cadets were undecided about staying on active duty for more than one tour of duty, with Army enrollees the least likely and Air Force enrollees the most likely to remain.

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"Military career opportunities" and the chance for "travel, adventure, and new experiences" were the most commonly cited reasons for entering ROTC. Navy cadets also indorsed the "opportunity for further academic education."

A majority of Army and Air Force scholarship holders, and less than half the Navy scholarship enrollees, indicated they would have entered ROTC without a scholarship. Over 60 percent in all services indicated they would have entered ROTC without a subsistance allowance.

SUMMARY

CAREER POTENTIAL

Short-range Potential

Short-range options studied included: (1) Willingness to stay in the ROTC program if given the opportunity to leave; (2) Desire to continue from the Basic program into the Advanced program; and (3) Willingness to remain in the ROTC program without financial assistance and course credit.

In all three programs (Army, Navy, and Air Force), more than half of the enrollees indicated they would remain in the program even if given the opportunity to leave. But in 1973, Army enrollees were significantly less likely to stay (67%) than were Navy enrollees (84%), and Air Force enrollees (85%). These differences are largely attributable to the large number of Army Non-scholarship enrollees who indicated that they would leave the program if they had the opportunity. In contrast, results for Army cadets with Scholarships were more favorable and were comparable to the results for cadets in the other Services.

Basic cadets were asked if they would go on to the Advanced program. In 1973, the response was highly favorable among Navy and Air Force cadets (85% and 84% respectively). The Army cadets were much less favorable (57%). The difference between the Army and the other branches was again attributable to the Army Non-scholarship cadets. In the 1973 survey, only 52% of Army Basic Non-scholarship enrollees indicated that they plan to continue into the Advanced program. Differences in intention were found between Scholarship and Non-scholarship enrollees for the Navy and Air Force, but they were not as pronounced as the differences noted for Basic Army enrollees. The only differences in response over time occurred among Army Non-scholarship cadets. More of these cadets reported that they expect to leave the program in 1973 than did so in 1972.

Cadets were asked directly if they would remain in the ROTC program without a scholarship (if they held one), or without a subsistence allowance (if they were eligible to receive one). In both cases, there was a general decrease from 1972 to 1973 in willingness to stay in ROTC without assistance. There was a corresponding increase in willingness to leave the program, if financial assistance was not available. However, the proportion of Scholarship holders willing to stay in ROTC did not drop below 64% except in the case of Navy Scholarship holders. In this instance, only 50% in 1972 and 41% in 1973 indicated they would remain in the Navy ROTC program without their scholarships. Over 60% of cadets eligible for subsistence allowances said they would stay in ROTC, even if they did not receive this allowance. Thus, retention levels remained generally high, but there may be an increasingly important role played by financial assistance in maintaining retention.

Over 55% of the ROTC enrollees indicated they would remain in ROTC without receiving college credit for their ROTC coursework. Army cadets were least likely to remain in ROTC without college credit, while Air Force cadets were most likely to remain in ROTC without college credit.

The Army, then, appears to have the most difficulty retaining enrollees and is generally the Service most dependent upon outside incentives (the role of the scholarship among Navy cadets is one key exception). Changes from 1972 to 1973 seem to be in the direction of greater reliance on outside incentives for retention in each ROTC program.

Long-Range Potential

In 1973, 25% of Army cadets, 31% of Navy cadets, and 42% of Air Force cadets indicated that they intended to stay in the military service beyond their initial tour of duty. Almost half were undecided (43% to 51%). Among Army cadets, Scholarship holders were more likely to be interested in a military career than Non-scholarship cadets. Also, the proportion of Non-scholarship cadets planning to leave the Service after their first tour increased significantly from 1972 to 1973. Differences among Navy and Air Force cadets were related to academic status (Basic/Advanced) rather than financial assistance. In both the Navy and Air Force, Basic cadets were more likely to want to pursue a military career than Advanced cadets.

Draft Motivation and ROTC enrollment

In each Service, a higher percentage of Basic ROTC enrollees were "true-volunteers" than Advanced enrollees. This result might be expected with the lessening of the "draft environment" between the times when Basic and Advanced cadets joined ROTC. Scholarship holders were more likely to be "true volunteers" than Non-scholarship cadets. In general, the Army rate of "true volunteerism" was lower than the Navy or Air Force rates. Also, while the Navy and Air Force programs increased their rates of "true volunteerism" from 1972 to 1973, the Army program did not. All services also show somewhat higher rates of "true volunteerism" among cadets planning a military career than among those planning to leave the Service after their first tour of duty. People who were draft-motivated when they enrolled in ROTC do not want military careers.

KNOWLEDGE AND AWARENESS OF MILITARY OFFICER TRAINING PROGRAMS

Awareness of Officer Compensation

About half of all ROTC enrollees are able to correctly estimate beginning officer base pay, the date of the most recent pay increase, or the approximate total officer entry earnings. There are no outstanding differences in knowledge of officer compensation between 1972 and 1973, or between the branches of ROTC. Cadets were also asked if they thought the pay of beginning military officers and other college graduates in their first civilian job was equivalent. About 40% thought the pay was equivalent and an additional 20% (Navy) to 42% (Air Force) thought that the pay of beginning military officers exceeded the earnings of college graduates in civilian jobs. Thus, it appears that military pay and allowances currently have a favorable image among ROTC enrollees.

Awareness of Various Training Programs

ROTC cadets were also asked about their awareness of ROTC and other off-campus officer training programs (PLC, ROC, and AVROC).

In general, the PLC program received the highest rate of claimed awareness among the off-campus programs (from 38% for Air Force cadets to 69% for Navy cadets, in 1973). Among those respondents who claimed awareness of the various off-campus programs, the PLC program also received the highest proportion of correct sponsor identification (U.S. Marine Corps). Generally, recognition of these programs was at a level of 50%

or lower among ROTC cadets.

As expected, most men in ROTC claimed to have heard of the ROTC program! However, a substantial proportion of the Army cadets did not know of the existence of the Navy ROTC program (46%) or the Air Force ROTC program (41%). Thirty-five percent of the Air Force respondents did not know of the Navy program. But awareness of the services which sponsor ROTC programs was 75% or higher in other instances.

Personal Sources of Information

Fathers, military recruiters (at school), and close friends were the three major sources of information about military service indicated by ROTC enrollees in both 1972 and 1973.

FACTORS ASSOCIATED WITH ENROLLMENT

General Reasons for Applying for ROTC

In general, "military career opportunities" and "travel, adventure, and new experiences" were the two most highly supported reasons which exert 'strong influence" on the decision to enroll in ROTC programs, in the opinion of respondents in 1973. The only exception occurred among Navy cadets where slightly more respondents endorsed "the opportunity for further academic education" than endorsed "military career opportunities". "Service to your country" (patriotism) is a reason which reportedly decreased in influence from 1972 to 1973. In contrast, the "opportunity for further academic education", "pay and allowances", and "benefits such as medical care, BX/PX, etc.," are all reasons accorded increased importance in 1973 by cadets in ROTC programs sponsored by the Army, Navy, and Air Force.

Specific Reasons for Applying for ROTC

Economic factors are generally the most highly endorsed considerations for joining an ROTC program. Thus, the following specific reasons were considered to exert strong influence in the decision to enroll in ROTC: paid college tuition, payments to attend college (in spite of parental income), the receipt of a monthly subsistence allowance, and obtaining college expense money for two or four years. In general, economic considerations were accorded significantly greater influence by respondents in 1973 than 1972.

In addition, being able to attend the college of their choice was also considered important by cadets in all three programs. Among Navy and Air Force cadets, the choice of branch of service was also of considerable importance. For the Air Force cadets, becoming an aviation officer was the second most important factor. It was endorsed by 60% of the Air Force respondents in 1973.

Conditions of ROTC Affiliation

In both surveys, the majority of the Army and Air Force Scholarship holders indicated they would have joined the ROTC program even without a scholarship. However, only 40% of the 1973 Navy Scholarship holders indicated they would do the same.

In both surveys, over 60% of the respondents said they would have joined without a subsistence allowance. These positive results are tempered by the fact that, from 1972 to 1973, an increasing proportion indicated they would not have joined the program without the allowance.

From 42% to 54% of cadets in 1973 said they would not have joined ROTC if dropouts from the program during the first two years had to repay the government for the funds they received.

Persons Influential in ROTC Affiliation

ROTC cadets chose the person most influential on their decision to join ROTC from a list of alternative categories. The category of "parents, friends, or relatives" was selected as the most influential category by the majority of cadets in all three ROTC programs, in both years.

THE PERCEIVED QUALITY OF ROTC INSTRUCTION

Attitudes Toward ROTC Instructors and Coursework

The majority of ROTC enrollees thought their ROTC instructors were "as good as" or "better than" their other college instructors, in both 1972 and 1973. About half felt they were as good, and an additional 30% to 40% thought they were better.

Respondents were somewhat less enthusiastic about the quality of ROTC coursework. In 1973, 50% to 60% thought that ROTC coursework was about as good as other courses, but only 15% to 20% thought it was better than their other courses. However, Army and Air Force cadets gave more favorable assessments of ROTC coursework in 1973 than in 1972.

Comparison of Grades in ROTC with College Grades in General

Another way to evaluate the quality of ROTC programs is to compare the grades men earn in ROTC to their general grades in college. Cadets report receiving higher grades in ROTC classes than they do in college classes in general. This finding may be due to a variety of reasons. The present data do not offer a definitive explanation but the results suggest that difficulty in getting good grades in the program does not seem to be a factor which might deter cadets from entering (or remaining in) ROTC programs.

Suggested Improvements in ROTC

Cadets evaluated three general policy areas with respect to improvement in ROTC. They overwhelmingly approved the idea of receiving college credit for ROTC coursework. Only a minority favored the abolition of drills and marching, and only a minority endorsed the concept of moving ROTC off-campus. But among Army and Air Force cadets, there were significant increases in the proportions who felt ROTC should be moved off-campus from 1972 to 1973.

PREFACE

This Consulting Report indicates the extent of career motivation among current enrollees in Reserve Officer Candidate Programs (ROTC) in 1973. Selected results from a similar survey conducted in 1972 are included for comparison purposes. Additional 1972 and 1973 comparisons are reported which indicate: (1) the levels of factual knowledge of, and attitudes toward, military officer training programs; (2) factors related to expressed interest in applying for enrollment in ROTC programs; and (3) the perceived quality of ROTC instructional course work. In total, These comparisons allow an assessment of changes in career potential which may have resulted with the expiration of the draft, or occurred as a result of other events or activities which transpired between 1972 and 1973.

This report is the second in a series of three reports which present the results of a comprehensive 1973 ROTC survey of enrollment potential and career potential for a variety of college-based military officer training programs. The first report in this series is concerned with the potential for enrollment in these programs among civilian youth who are college-bound. The third report in the series is concerned with the career potential of current enrollees in one of three "off-campus" military officer training programs (ROC, AVROC, or PLC).

The 1972 and 1973 surveys were designed by Mr. George Mihaly and Mr. Gideon D. Rathnum of Gilbert Youth Research, Inc. for the Department of Defense. Gilbert Youth Research, Inc. was responsible for selecting the 1972 and 1973 samples, conducting the personal interviews, and performing the data tabulations for both the 1972 and 1973 surveys.

Analyses of the data tabulations and report preparation activities were performed by HumRRO Division 7 (Social Science), Alexandria, Virginia, Dr. Robert G. Smith, Jr., Director. The Principal Investigator was Dr. Allan H. Fisher, Jr. Dr. Richard J. Orend and Ms. Leslie S. Rigg provided research assistance.

HumRRO also assisted in the initial questionnaire design and development of the sample requirements for these surveys.

Helpful guidance in substantive aspects of the data analyses and report preparation were provided by Col. Gerald Perselay (USAF), Director for Precommissioning Programs (OASD, M&RA), and Mr. Samuel Saben, Manpower Resource Analyst (OASD, M&RA). The technical monitor was Dr. Frank D. Harding of the Air Force Human Resources Laboratory (AFHRL/MD).

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INTRODUCTION

This survey was conceived as part of a systematic effort by the Department of Defense to study enrollment potential and career potential for selected college-based military officer training programs on an annual basis. Previous empirical research concerning the attitudes of selected ROTC enrollees toward program completion and/or a military career has been conducted (Griffith, 1972 on USAF enrollees; N. W. Ayer, 1972 on Army enrollees). However, these studies were not designed to provide a continuing multi-service assessment of career potential but rather to indicate career potential for selected ROTC programs at one point in time and/or to suggest relationships which might be explored in future research, e.g., the relationship of race to career intentions (Griffith, 1972). In contrast, the DoD surveys ("ROTC Surveys") covered in this report are multi-Service, multi-year assessments of career potential among enrollees in ROTC programs.

The initial DoD survey in this series (conducted in May 1972) was designed to provide information on career potential, and on the level of factual knowledge of, and attitudes toward, ROTC programs and off-campus programs of officer training among current program enrollees (Fisher & Harford, 1972). The survey also was designed to identify demographic, attitudinal, and programmatic correlates of expressed interest in making a career of military service. The present May 1973 survey constitutes a replication of the May 1972 survey.

Continued research on career potential over time provides an on-going measure of the acceptance of current ROTC programs among enrollees. Further, it assures continued availability of current data necessary to appraise the reactions of these potential officers to external events and program modifications which may impact on their attitudes toward: (1) continued enrollment in these programs, and (2) a future career as an officer in the military service.

METHOD

Sampling Requirement

Sampling requirements for each survey were generated by HumRRO in discussions with representatives of OASD (M&RA). Target populations were identified to correspond with the major objectives of the present study, e.g., to estimate career potential among current enrollees in ROTC. These particular populations consisted of male enrollees in Army, Navy, and Air Force ROTC programs.

In particular, the following distinctions were made: (a) branch of Service (Army, Navy, or Air Force); (b) Basic course (freshmen/sophomore) versus Advanced course (junior, senior); and (c) Scholarship status (tuition, books, subsistence allowance) versus Non-Scholarship status (subsistence allowance in Advanced course only). The sample requirement consisted of 200 cases for each combination of the twelve Service programs X the two course status conditions, for a total of approximately 2400 cases. The same sampling requirement was used in the 1972 and 1973 surveys.

Sampling Procedures

For each survey, Gilbert Youth Research, Inc. drew the samples of ROTC enrollees from population data provided by the respective Armed Services. A basic list of institutions was compared to the Gilbert master sample of colleges, with maximum overlap employed in the selection of colleges. Next, Service population listings were employed to determine the number of cases to interview per campus, to get the requisite number of respondents by status (Basic/Advanced; Scholarship/Non-scholarship), within Service. Given these numeric requirements by campus, ROTC student listings were then sampled to obtain the names of enrollees to be interviewed.

The above procedure was used to draw samples in both the 1972 and 1973 surveys. Two independent samplings were employed.

The sample size for each survey is summarized below, together with the projected population of each ROTC program. (See Appendix A for detailed sample size information).

SAMPLE SIZE

Population	1972 Survey		1973 Survey	
	Sample Size	Projected Population	Sample Size	Projected Population
Army ROTC	896	50,236	829	41,069
Navy ROTC	607	7,459	613	8,154
USAF ROTC	766	19,967	857	20,064
Totals	2,259	77,662	2,299	69,287

Sample Comparability

The 1972 and 1973 samples of ROTC enrollees were compared on a series of demographic characteristics to determine the equivalence of the two samples. The reason for these comparisons was as follows: If the 1972 and 1973 samples differed appreciably in demographic composition, any differences in career intentions might be artifacts of these sampling differences, as opposed to bonafide changes in attitude from 1972 to 1973.

There were no major, consistent differences in sample composition from 1972 to 1973. The minor differences which were observed would not be sufficient to jeopardize comparisons of rates of career intention from 1972 to 1973. Data on the comparability of the 1972 and 1973 samples is given in Appendix B. Differences are discussed in the Appendix.

Questionnaire

An extended questionnaire was designed for the 1972 survey and maintained in essentially the same form for the 1973 survey, for purposes of comparability. See Appendix C for a copy of the 1973 questionnaire.

Administration

All data reported in each survey were obtained from extended personal interviews. In conducting these interviews, Gilbert Youth Research, Inc. employs peer-group interviews in conjunction with local supervision to increase the likelihood of valid responses. A systematic program of interview verification is used to insure data quality.

Data Analyses

For each survey, results for each sample were weighted for extrapolation to the respective populations. Data from concurrent ROTC enrollees were weighted to represent the population distribution in Basic and Advanced status, within Scholarship/Non-scholarship status, for each of the three Armed Services.

Data analyses for the samples of ROTC enrollees consisted of tabulations of each questionnaire item controlling on respondent status in these programs (Scholarship/Non-scholarship by Service, and Basic/Advanced by Service).

Tests of the statistical significance were performed manually on the tabulated data to evaluate differences in rates of response to selected questions in 1972 and 1973. All tests reported in Section I are "t-tests" which compare the 1972 and 1973 rates of response in the projected populations, using the sample size (N) from each survey population as appropriate. Tests reported in the other Sections are approximations to the "t-test" procedure which employ the table look-up process given in Appendix D.

RESULTS

I. CAREER POTENTIAL

The major objective of this survey was to estimate the size of the career population among enrollees in ROTC programs.

The career intentions of ROTC enrollees (cadets) were evaluated in terms of their immediate career intentions and their long-range career intentions. The distinction involves the willingness to complete the undergraduate ROTC program (immediate goal) as opposed to making a career as a military officer (long-range career intentions).

A. IMMEDIATE CAREER INTENTIONS

1. Intention to Remain in ROTC

Immediate career intentions were assessed by asking each cadet the hypothetical question: "If you had no military obligation and were permitted to leave your military officer training program, would you do so?" The permissible response options read (a) "Yes, I would leave the program as soon as possible," (b) "No, I would stay in the program," and (c) "I don't know." Results appear in Table I-1.

A substantial majority of cadets in each ROTC program (Army, Navy, and Air Force) claimed they would stay in the program even if given the opportunity to leave the program. In 1973, 67% of Army cadets, 84% of Navy cadets, and 85% of Air Force cadets indicated they would remain in ROTC, even if they had the opportunity to leave the program.

The 1973 results merit consideration in comparison with the 1972 results. The only significant change in immediate retention goals from

IMMEDIATE CAREER INTENTIONS

Base: ROTC Enrollees

Immediate Career Intentions (Given an opportunity to leave the program)	ARMY ROTC		NAVY ROTC		USAF ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
- I would stay in the program	70.2	66.8	77.5	84.1*	81.4	84.5
- I would leave the program	18.2	23.5*	15.3	10.3*	13.3	8.6*
- I don't know	11.3	9.8	7.1	5.5	5.4	6.6
	99.7%	100.1%	99.9%	99.9%	100.1%	99.7%

TABLE I-1

---

* Difference from 1972 to 1973 was statistically significant

1972 to 1973 was found for Navy enrollees. The immediate career intentions of Navy cadets increased from 78% in 1972 to 84% in 1973. But for each Service there was a significant change from 1972 to 1973 in willingness to leave the program---the negative response. For the Army, the rate of negative response increased from 1972 (18%) to 1973 (24%). But for the Navy and Air Force, there was a significant decrease, from 1972 to 1973, in the percent who expressed the desire to quit the program. It is in the Army program that the greatest dissatisfaction with ROTC is expressed. In 1973, Army ROTC cadets were significantly more likely to express a desire to leave the ROTC program (24%), than were either Navy cadets (10%) or Air Force cadets (9%). In 1972, differences between the Services in this negative response were not as pronounced.

Detailed analyses were performed comparing 1972 and 1973 immediate career intentions controlling on cadet status: Basic/Advanced and Scholarship/Non-scholarship. Results are discussed below, by Service.

For the Army, Table I-2 indicates that enrollees in the Non-scholarship program account for the larger proportion of men who want to leave the program. In 1973, the percentage of Non-scholarship enrollees willing to leave the program was 24% (Basic) and 30% (Advanced). Comparable rates for 1973 Scholarship enrollees were 6% (Basic) and 19% (Advanced); significantly lower values in each case. Conversely, cadets with Scholarships were more likely to express a willingness to stay in ROTC than were Non-scholarship enrollees. (The "Don't Know" rate was noticeably higher for enrollees in the Basic Non-Scholarship

IMMEDIATE CAREER INTENTIONS

BASE: ARMY ROTC Program Enrollees

Immediate Career Intentions (Given the opportunity to leave the program)	Scholarship Program				Non-Scholarship Program			
	BASIC		ADVANCED		BASIC		ADVANCED	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
- I would stay in the program	85.2	89.1	79.8	76.3	65.8	63.5	74.7	65.2*
- I would leave the program	9.0	6.4	13.6	19.4	18.9	23.5	18.9	29.5*
- I don't know	5.8	4.5	6.6	4.4	15.2	13.0	6.3	5.3
	100.0%	100.0%	100.0%	100.1%	99.9%	100.0%	99.9%	100.0%

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* Difference from 1972 to 1973 was statistically significant.

TABLE I-2

program than for other cadets. This may connote indecision with respect to program continuation which could result in the loss of even more of these men.) For the Army, the only significant change from 1972 to 1973 occurred for Advanced Non-scholarship cadets; a higher proportion reported that they would leave the program if given the opportunity in 1973 (30%) than in 1972 (19%).

Similar analyses were performed for Navy cadets. Results appear in Table I-3. In 1973, there were no significant differences in immediate career intentions between Scholarship and Non-scholarship cadets* or between Basic and Advanced cadets. Regardless of the status of the cadet, about 81% to 85% reported that they would stay in the program. Only two significant changes were found from 1972 to 1973, and both favored immediate career intentions. In 1973, a higher percentage of enrollees in the Advanced Scholarship program (85%) said they would stay in ROTC, compared to 1972 (77%). There was also a significant change among Basic Non-scholarship cadets between 1972 and 1973. In 1973, fewer cadets in this category expressed a desire to leave the program if given the opportunity, and a greater proportion indicated that they would stay.

The responses of Air Force cadets were also analyzed in detail. Results appear in Table I-4. In 1973, the vast majority of Air Force cadets (over 80%) said they would stay in ROTC, even if they had an opportunity to leave the program. There was only one significant difference from 1972

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* For consistency in reporting, enrollees in the Navy Regular program are called Scholarship enrollees, while enrollees in the Navy Contract (or College) program are called Non-scholarship enrollees.

IMMEDIATE CAREER INTENTIONS

BASE: NAVY ROTC Program Enrollees

Immediate Career Intentions (Given an opportunity to leave the program)	Scholarship Program				Non-Scholarship Program			
	BASIC		ADVANCED		BASIC		ADVANCED	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
- I would stay in the program	85.8	85.0	77.2	85.0*	65.4	82.1*	70.1	81.2
- I would leave the program	6.4	8.8	16.9	13.0	27.0	9.1*	23.0	12.4
- I don't know	7.8	6.1	6.0	2.1	7.7	8.8	6.8	6.3
	100.0%	99.9%	100.1%	100.1%	100.1%	100.0%	99.9%	99.9%

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* Difference from 1972 to 1973 was statistically significant.

TABLE I-3

IMMEDIATE CAREER INTENTIONS

BASE: USAF ROTC Program Enrollees

Immediate Career Intentions (Given an opportunity to leave the program)	Scholarship Program				Non-Scholarship Program			
	BASIC		ADVANCED		BASIC		ADVANCED	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
- I would stay in the program	85.6	91.9	87.7	89.1	76.4	80.9	84.3	84.5
- I would leave the program	6.9	3.3	9.7	7.5	17.0	10.2*	11.8	8.7
- I don't know	7.5	4.9	2.6	3.4	6.6	8.8	3.9	6.7
	100.0%	100.1%	100.0%	100.0%	100.0%	99.9%	100.0%	99.9%

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* Difference from 1972 to 1973 was statistically significant.

TABLE I-4

to 1973. Reported willingness to leave the program declined from 17% (1972) to 10% (1973) among enrollees in the Basic Non-scholarship program. However, additional analyses revealed that, in 1973, a significantly higher percentage of Basic Non-scholarship cadets (10%) than Basic Scholarship cadets (3%) would leave the program, given the opportunity. This finding reflects a possible difference between Scholarship and Non-scholarship enrollees with respect to career intentions---a difference also noted for the Army (Table I-2) but not for the Navy (Table I-3). This finding is discussed below.

The following inter-Service differences are noted. Compared to the other Services, the Army exhibits the greatest inter-program variability in the percentage of cadets willing to remain in the ROTC program. This variability appears to be centered around the question of Scholarship or Non-scholarship status, rather than Basic/Advanced status or the date of the survey administration. The Navy shows no corresponding inter-program differences. The Air Force shows only rather minor differences as a function of program status. The greater proportion and number of Army cadets who wish to leave ROTC consist of enrollees in the Non-scholarship program. In contrast, differences in immediate career intentions between Army, Navy, and Air Force cadets who have Scholarships are minimal.

2. Intention to Continue from Basic into Advanced ROTC

The question of immediate career intentions was asked of Basic cadets in a very explicit form. Each Basic cadet was asked if he intended to continue into the Advanced program. Results appear in Table I-5. The majority of cadets said that they intend to continue from Basic ROTC into Advanced ROTC. However, in 1973, Army cadets were significantly less likely to expect to continue into Advanced ROTC (57%) than were cadets in the Navy (85%), and the Air Force (84%). This finding was true only in the 1973 survey. In 1972, there were no differences between the three Services. Some events occurring between the administration of the two surveys appear to have exerted a marked effect on program continuation expectations of Army cadets in Basic ROTC.

Detailed analyses were performed to evaluate these findings.

The responses of enrollees were studied, controlling on Scholarship or Non-scholarship status. Dividing respondents into Scholarship and Non-scholarship categories showed that the decline in program continuation intentions for Basic Army enrollees occurred among the Non-scholarship cadets (Table I-6). There was no change from 1972 to 1973 among Army Scholarship enrollees. Indeed, the percent of Basic Army cadets in the Scholarship program who express a desire to continue into the Advanced program compares favorably with the rates of Navy and Air Force men enrolled in the Scholarship program (Compare Tables I-6, I-7, and I-8).

These data further support the contention that Scholarship enrollees have more favorable attitudes toward remaining in ROTC than do men who do not hold Scholarships. In each Service, there is a significant difference between Scholarship and Non-scholarship cadets. Scholarship enrollees are more likely to plan to continue into the Advanced program than are

INTENTION TO CONTINUE INTO ADVANCED ROTC

Base: Basic ROTC Enrollees Only

Intend to Continue Into Advanced ROTC	ARMY ROTC 1972 (%)	ARMY ROTC 1973 (%)	NAVY ROTC 1972 (%)	NAVY ROTC 1973 (%)	USAF ROTC 1972 (%)	USAF ROTC 1973 (%)
- Yes	80.4	56.5*	84.7	85.0	84.4	83.6
- No	7.9	22.9*	7.5	6.0	9.1	8.8
- Don't Know/No Answer	11.8	20.6*	7.8	9.0	6.4	7.6
	100.1%	100.0%	100.0%	100.0%	99.9%	100.0%

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* Difference from 1972 to 1973 was statistically significant.

TABLE I-5

INTENTION TO CONTINUE INTO ADVANCED ROTC PROGRAMS

BASE: Current Enrollees in Basic ARMY ROTC Programs

Intend to Continue Into Advanced ROTC	Scholarship		Non-Scholarship	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)
- Yes	98.6	96.7	79.0	52.0*
- No	.7	.7	8.4	25.4*
- Don't Know/No Answer	.7	2.6	12.6	22.6*
	100.0%	100.0%	100.0%	100.0%

* Difference from 1972 to 1973
was statistically significant.

TABLE I-6

INTENTION TO CONTINUE INTO ADVANCED ROTC PROGRAMS

BASE: Current Enrollees in Basic NAVY ROTC Programs

Intend to Continue Into Advanced ROTC	Scholarship		Non-Scholarship	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)
- Yes	87.8	90.2	79.1	76.7
- No	5.0	5.6	12.2	6.7
- Don't Know/No Answer	7.2	4.1	8.7	16.7*
	100.0%	99.9%	100.0%	100.1%

* Difference from 1972 to 1973 was statistically significant.

TABLE I-7

INTENTION TO CONTINUE INTO ADVANCED ROTC PROGRAMS

BASE: Current Enrollees in Basic USAF ROTC Programs

Intend to Continue Into Advanced ROTC	Scholarship		Non-Scholarship	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)
- Yes	97.8	99.4	80.9	80.2
- No	1.1	.6	11.2	10.6
- Don't Know/No Answer	1.1	----	7.9	9.2
	100.0%	100.0%	100.0%	100.0%

TABLE I-8

Non-scholarship enrollees. This finding held in both the 1972 and 1973 surveys. However, the percentage of affirmative response is above 75% in each case with the exception of the Army Non-scholarship enrollees in 1973.

3. Other Indices of Immediate Career Intentions

Three additional questions were employed to evaluate the willingness of cadets to stay in ROTC:

(1) Their willingness to stay in ROTC without a Scholarship (this question applied to Scholarship enrollees only);

(2) Their willingness to stay in ROTC without a Subsistence Allowance (this question applied to cadets eligible to receive an allowance only); and

(3) Their willingness to stay in ROTC if college credit was not given for ROTC course work.

Previous results have suggested that Scholarship holders are highly career-oriented, at least with respect to their intentions to remain in ROTC---their immediate goals. It is useful to determine the extent to which this attitude is contingent upon the continued provision of these scholarships. For this reason, cadets holding scholarships were asked if they would remain in the ROTC program if the scholarship was not available. In 1973, the majority of Army cadets (65%) and Air Force cadets (74%) indicated that they would remain, even under this condition. Table I-9 presents the results. But only 41% of the Navy cadets gave this response in 1973 (and 50% in 1972). Continued participation in the Navy program seems more dependent on scholarships than does continuation in either the

WOULD STAY IN ROTC WITHOUT A SCHOLARSHIP

BASE: Scholarship Enrollees Only

Response Options:	ARMY ROTC		NAVY ROTC		USAF ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
Yes	73.2	65.0*	50.1	41.3*	81.9	73.9*
No	19.7	28.3*	41.3	51.8*	14.7	21.2*
Don't Know	7.1	6.7	8.7	6.9	3.3	5.0
	100.0%	100.0%	100.1%	100.0%	99.9%	100.1%

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[*] Difference from 1972 to 1973 was statistically significant.

TABLE I-9

Army or the Air Force programs. However, if the scholarship programs of the Army and Air Force were terminated, the risk in term of loss of cadets to the programs could be substantial, involving as much as 28% (Army) and 21% (Air Force), based on the May 1973 data. In the case of the Navy, termination of scholarships could result in the loss of over half the cadet population.

Additional analyses of this question revealed a significant decline from 1972 to 1973 in the willingness of cadets to stay in ROTC without a scholarship. This finding held for each Service. Thus, no matter which Service sponsors an ROTC program, there may be an increasing reliance on scholarships as the vehicle needed to keep current scholarship holders from leaving the program. A continuing trend in the same direction in the future could be extremely damaging in officer recruitment and retention for those Services which rely heavily on ROTC Scholarship enrollees (e.g., the Navy) for input, were the possibility of terminating the Scholarship programs accorded serious consideration and publicity.

Each cadet receiving a subsistence allowance was asked if he would stay in ROTC without the allowance. (In 1973, an estimated 41% of the Army cadets, 75% of the Navy cadets, and 51% of the Air Force cadets were eligible to receive this allowance. The answers of only these respondents are presented and discussed below). In both 1972 and 1973, a substantial majority of these respondents said they would stay in the program without a subsistence allowance. Results appear in Table I-10. Significant changes from 1972 to 1973 were found in all three programs. Army and Air Force cadets were significantly

WOULD STAY IN ROTC WITHOUT A SUBSISTENCE ALLOWANCE

BASE: ENROLLEES ELIGIBLE TO RECEIVE SUBSISTENCE ALLOWANCES

Response Options:	ARMY ROTC		NAVY ROTC		USAF ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
Yes	75.0	63.8*	77.6	75.7	83.6	76.8*
No	19.5	27.0*	13.4	18.7*	11.4	18.1*
Don't Know	5.5	9.1	9.0	5.6*	5.0	5.1
	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%

---

* Difference from 1972 to 1973 was statistically significant.

TABLE I-10

less likely to say they would remain in the ROTC program in 1973 than they were in 1972. Cadets in all three programs were significantly more likely to say they would leave the program in 1973 than they were in 1972. Thus, there seems to be an increasingly important role played by the subsistence allowance in keeping enrollees in all three ROTC program.

A second noteworthy difference in Table I-10 occurs between Army cadets on the one hand, and Navy and Air Force cadets on the other. The Army cadets show a significantly smaller likelihood of remaining in the program without a subsistence allowance than do the Navy and Air Force cadets. The Army, then, would seem to have a larger stake in maintaining the subsistence allowance than do the other Services..

An examination of responses of 1973 Army, Navy and Air Force cadets in detail provides only limited additional significant information (see Tables I-11 through I-13). In each Service, whether the cadet is in the Basic or Advanced program, or the Scholarship or Non-scholarship program, a substantial majority claim they would stay in the ROTC program even without a subsistence allowance. There are no significant differences between these categories. The pattern of more Army cadets than Navy or Air Force cadets indicating an intention to leave if the allowance is eliminated, stands up, regardless of program status.

Finally, each cadet was asked if he would stay in ROTC, were he not to receive college credit for ROTC coursework. The overall response was positive. In both 1972 and 1973, the majority of ROTC enrollees said they would stay in the program even if credit were not given for coursework.

WOULD STAY IN ROTC WITHOUT A SUBSISTENCE ALLOWANCE

BASE: 1973 ARMY ENROLLEES ELIGIBLE TO RECEIVE SUBSISTENCE ALLOWANCES

Response Options	Scholarship		Non-Scholarship
	Basic (%)	Advanced (%)	Advanced (%)
Yes	62.3	68.1	62.7
No	26.3	25.6	27.8
Don't Know	11.5	6.3	9.5
	100.1%	100.0%	100.0%

TABLE I-11

WOULD STAY IN ROTC WITHOUT A SUBSISTENCE ALLOWANCE

BASE: 1973 NAVY ENROLLEES ELIGIBLE TO RECEIVE SUBSISTENCE ALLOWANCES

Response Options	Scholarship		Non-Scholarship
	Basic (%)	Advanced (%)	Advanced (%)
Yes	74.9	77.2	73.4
No	20.4	16.0	18.8
Don't Know	4.6	6.8	7.8
	99.9%	100.0%	100.0%

TABLE I-12

WOULD STAY IN ROTC WITHOUT A SUBSISTENCE ALLOWANCE

BASE: 1973 USAF ENROLLEES ELIGIBLE TO RECEIVE SUBSISTENCE ALLOWANCES

Response Options	Scholarship Basic (%)	Scholarship Advanced (%)	Non-Scholarship Advanced (%)
Yes	77.0	75.7	77.9
No	18.1	19.9	16.1
Don't Know	4.9	4.4	6.0
	100.0%	100.0%	100.0%

TABLE I-13

Results appear in Table I-14. In 1973, more favorable rates of response were given by Navy cadets (79%) and Air Force cadets (62%), than by Army cadets (56%). Among Army enrollees, 31% indicated they would not remain in ROTC without this incentive. In the Navy program, only 12% said they would not remain. Army and USAF enrollees showed significant decreases from 1972 to 1973 in their willingness to stay in ROTC if no credit was given for coursework. Caution must be exercised in interpreting these changes as trends, but it is difficult to overlook these changes and the large resulting differences between the Army and Air Force programs on the one hand, and the Navy program on the other. The increase from 1972 to 1973 in the proportions who said they would leave the program unless college credit was provided is substantial. The total percentage who indicated this course of action in 1973 is now over one-quarter of the total enrollees in these programs.

Summary

The reported intentions of cadets to remain in ROTC must be accorded studied consideration. On the surface, their announced willingness to stay in the program is high and favorable, although the Army program does not engender a favorable attitude toward retention to the extent common to the other services. The intention to stay in the ROTC program is lower for Army enrollees than for Navy or Air Force enrollees, on almost all questions. In 1973, about 67% of the Army enrollees indicated they would stay in the ROTC program even if given the opportunity to leave. Comparable

WOULD STAY IN ROTC EVEN IF CREDIT

WAS NOT GIVEN FOR MILITARY COURSEWORK

BASE: PROGRAM ENROLLEES

Response Options:	ARMY ROTC		NAVY ROTC		USAF ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
Yes	69.4	55.7*	75.6	78.8	73.8	62.3*
No	20.0	30.9*	12.3	12.6	16.9	25.9*
Don't Know	8.1	7.2	6.6	4.1	4.7	6.1
Do not get Credit Now	2.5	6.3*	5.4	4.6	4.6	5.7
	100.0%	100.1%	99.9%	100.1%	100.0%	100.0%

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* Difference from 1972 to 1973 was statistically significant.

TABLE I-14

figures for the Navy and Air Force were 84% and 85% (Table I-1). A detailed analysis of each branch revealed that Army Non-scholarship enrollees account for the large number who would leave the program (Table I-2).

Basic cadets were asked if they would go on to the Advanced program. In 1973, the response was again overwhelmingly favorable among Navy and Air Force cadets. The Army cadets again were much less favorable (Table I-5). The relationship of intentions of continuing into the Advanced program and holding a scholarship was noted (Tables I-6 through I-8). This relationship held in three branches; it was most pronounced among Army cadets (Table I-6). In each Service, the proportion planning to enter the Advanced program was 90% or higher for Scholarship holders, while the rate was lower among Non-scholarship cadets. In the case of the Army, the rate was only 52% in 1973.

Cadets were asked directly if they would remain in the ROTC program without a scholarship (if they held one) or without a subsistence allowance (if they were eligible to receive one). In both cases, there was a general decrease from 1972 to 1973 in willingness to stay in the program and a corresponding increase in willingness to leave the program, if the financial assistance was not available (Tables I-9 and I-10). However, the proportion expressing a willingness to stay in ROTC did not drop below 64% except in the case of Navy Scholarship holders (Table I-9). In this instance, only 50% in 1972 and 41% in 1973 expressed the desire to stay in the Navy ROTC program without their scholarships.

It should be reiterated, however, that despite the fact that potential retention levels remain high in 1973, there is a movement in the direction of greater importance of financial incentives in maintaining retention in ROTC programs. There is an apparent, corresponding decrease in the importance of other factors over time, such as avoiding the draft (see Chapter I, Section C), and service to country (see Chapter III).

A final topic discussed in this Chapter was the importance of receiving college course credit for ROTC classwork. This question elicited rather diverse results. The receipt of classwork credit was most important to Army cadets and Air Force cadets, and least important to Navy cadets. However, in the 1973 survey, over 55% of ROTC enrollees indicated they would stay in the program without college credit.

The overall pattern observed in this Section allows for two possible general conclusions. First, with the emphasis on 1973 results, the Army is having (or will have) a more difficult time retaining enrollees than the other Services; and this retention is most heavily dependent on outside incentives, such as money and college credit, for the Army compared to the other Services. Second, with the emphasis on possible trends from 1972 to 1973, there is a tendency toward greater dependency on outside incentives for the retention of enrollees in all three ROTC programs, with a greater reliance on financial aid and/or college course credit as incentives to keep current enrollees in each program.

B. LONG-RANGE CAREER INTENTIONS

Another important consideration in assessment of ROTC programs is the extent to which enrollees intend to pursue a career of military service. Each cadet was asked the following question: "Do you plan to stay in the Service at the end of your initial obligated period of service as a commissioned officer?" The respondent was permitted one of four response options: (a) "Yes, I plan to make the Service my career," (b) "Yes, I plan to stay in for a while," (c) "I am undecided," and (d) "No, I plan to leave when I complete my obligation." The first two responses may be taken as indications of long-range career intentions. Results appear in Table I-15.

In 1973, 25% of Army cadets, 31% of Navy cadets, and 42% of Air Force cadets indicated that they intended to stay in the military service beyond their initial tour of duty. In contrast, 12% of Air Force cadets, 17% of Navy cadets, and 32% of Army cadets said they planned to leave the service after completing their first tour. The remaining respondents (43% to 51%) were undecided.

The only important differences between 1972 and 1973 occurred among Army respondents. In 1973, a significantly higher proportion of Army cadets planned on leaving the service, and a significantly smaller proportion planned military careers, compared to 1972.

As noted in the previous section on immediate goals, there were major differences between the Armed Services in the short-range career objectives of their cadets. The Army trailed the Navy and the Air Force in its ability to induce short-range career intentions among its enrollees. Conversely,

LONG-RANGE CAREER INTENTIONS
Base: ROTC Enrollees

Long-Range Career Plans	ARMY ROTC 1972 (%)	ARMY ROTC 1973 (%)	NAVY ROTC 1972 (%)	NAVY ROTC 1973 (%)	USAF ROTC 1972 (%)	USAF ROTC 1973 (%)
Military Career	18.0	14.6	15.6	18.5	22.9	27.6*
	}33.8	}25.4*	}28.5	}31.4	}37.4	}42.2
Stay in Service for Awhile	15.8	10.8*	12.9	12.9	14.5	14.6
Undecided	40.8	42.8	50.5	51.4	49.0	45.8
Leave Upon Completion of Obligation	25.4	31.7*	21.0	17.2	13.6	11.8
	100.0%	99.9%	100.0%	99.9%	100.0%	99.8%

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* Difference from 1972 to 1973 was statistically significant.

TABLE I-15

the Army led the other services in the percentage of cadets who would quit the program or who plan to leave the service after their first tour of duty. The data in Table I-15 show similar findings with respect to long-range career intentions.

Thus, the data suggest that the Navy and Air Force should be capable of retaining a higher proportion of their ROTC enrollees than does the Army. More detailed analyses were done, by Service, to evaluate this hypothesis.

Among Army cadets, Scholarship holders are significantly more likely to be interested in a long-range military career than are Non-scholarship cadets (Table I-16). This relationship is true for both Basic and Advanced cadets. Conversely, Non-scholarship enrollees are significantly more likely to want to leave the service after their first tour of duty than are Scholarship holders. These relationships are significant in both surveys.

In addition, the proportion of Army Non-scholarship enrollees planning to leave the service increased from 1972 to 1973. Thus, a greater proportion of Non-scholarship cadets said they do not plan military careers in 1973, than in 1972. In 1973, among Advanced Non-scholarship cadets, this proportion (40%) exceeds the proportion who are undecided about a military career (36%). This is the only instance where this finding occurs, i.e., where the modal response is a plan to leave the Service.

For the Navy respondents, a somewhat different pattern exists (Table I-17). Differences in career intentions between Scholarship and Non-scholarship enrollees do not exist for the Navy cadets, as they did for

LONG-RANGE CAREER INTENTIONS

BASE: ARMY ROTC Program Enrollees

Long-Range Career Plans	Scholarship Program				Non-Scholarship Program			
	BASIC		ADVANCED		BASIC		ADVANCED	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
Military Career	22.6	22.4	28.2	23.7	17.7	13.9	15.8	11.0
	40.0	33.3	44.2	36.2	33.3	23.4*	31.6	24.3
Stay in Service for Awhile	17.4	10.9	16.0	12.5	15.6	9.5*	15.8	13.3
Undecided	46.4	50.1	42.7	51.3	42.0	43.8	37.2	35.6
Leave Upon Completion of Obligation	13.6	16.6	13.2	12.5	24.7	32.8*	31.2	40.1*
	100.0%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%

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* Difference from 1972 to 1973 was statistically significant.

TABLE I-16

LONG-RANGE CAREER INTENTIONS

BASE: NAVY ROTC Program Enrollees

Long-Range Career Plans	Scholarship Programs				Non-Scholarship Programs			
	BASIC		ADVANCED		BASIC		ADVANCED	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
Military Career	17.6	23.1	14.2	12.7	15.4	19.5	10.4	9.3
	31.8	36.5	27.2	23.3	27.7	35.1	17.4	18.6
Stay in Service for Awhile	14.2	13.4	13.0	10.6	12.3	15.6	7.0	9.3
Undecided	50.5	48.4	57.1	57.9	42.3	48.4	52.9	54.6
Leave Upon Completion of Obligation	17.6	15.1	15.7	18.9	30.0	16.6*	29.9	26.6
	99.9%	100.0%	100.0%	100.1%	100.0%	100.1%	100.2%	99.8%

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* Difference from 1972 to 1973 was statistically significant.

TABLE I-17

the Army cadets (Table I-16). In the 1973 survey, career intentions for Navy cadets are a function of the academic status (Basic/Advanced) of the cadet. Table I-17 shows that, in 1973, a significantly higher proportion of Basic cadets plan to pursue military careers than do Advanced cadets. This finding holds for both Scholarship and Non-scholarship cadets. The reason for a lower rate of career intentions among the Advanced enrollees is not known.

Among Navy cadets, there was only one significant difference in career intentions from 1972 to 1973. Among enrollees in the Basic Non-scholarship program, intentions to leave the Service after the initial tour decreased from 30% in 1972 to 17% in 1973.

Results for Air Force cadets are similar to the results for the Navy. In the 1973 Air Force survey, Advanced cadets were less likely to plan a military career than Basic cadets (Table I-18). This result agrees with findings for the Navy (Table I-17).[*] From 1972 to 1973, there was a significant decrease in the proportion of Air Force cadets in each of the Advanced programs who planned to "stay in the Service for a while". But this finding was offset by an increase in the intention to make the military service a career.

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[*] The Air Force data in 1973 also resembled the Navy data in that there are no significant differences in career intentions between Scholarship and Non-scholarship cadets in either Service.

LONG-RANGE CAREER INTENTIONS

BASE: USAF ROTC Program Enrollees

Long-Range Career Plans	Scholarship Program				Non-Scholarship Program			
	BASIC		ADVANCED		BASIC		ADVANCED	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
Military Career	21.9	28.6	23.0	29.6	24.2	26.2	20.8	28.2
	36.9	43.2	36.8	35.8	38.5	46.6	36.0	36.5
Stay in Service for Awhile	15.0	14.6	13.8	6.2*	14.3	20.4	15.2	8.3*
Undecided	56.2	51.6	51.6	56.6	45.6	40.0	50.0	47.4
Leave Upon Completion of Obligation	6.9	5.1	11.7	7.5	15.9	13.3	14.0	16.1
	100.0%	99.9%	100.1%	99.9%	100.0%	99.9%	100.0%	100.0%

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* Difference from 1972 to 1973 was statistically significant.

TABLE I-18

C. DRAFT-MOTIVATION

The effect of draft-motivation on enrollment was assessed retrospectively by asking each respondent this question: "If there had been no draft and you had no military obligation, do you think you would have enrolled in a military officer training program?" Responses were classified into three categories of (a) "true volunteers", (b) "Draft-motivated", and (c) "don't know".

Since draft motivation is now reported by only a minority of respondents, results will be discussed in terms of the percent of true-volunteers in the study. For perspective, results for the total enrollees in Army, Navy and Air Force ROTC appear in Table I-19.

The majority of ROTC enrollees were true-volunteers, in both 1972 and 1973. Thus, the majority of men in each ROTC program claimed that they would have enrolled, even in the absence of a draft or military obligation.

There were differences between the Services in the reported rate of true-volunteerism. In 1973, a higher percentage of Navy enrolleees (84%) and USAF enrollees (84%) were true-volunteers, than were Army enrollees (66%). Similar findings were noted in 1972 with the Air Force (77%) and Navy (70%) having higher true-volunteer rates than the Army (61%).

For each Service, there was a significant increase in the report of true-volunteerism from 1972 to 1973. Navy ROTC enrollees showed a particularly substantial increase in true-volunteerism from 1972 (70%) to 1973 (84%). However, it is important to also review the results at a

EXTENT OF DRAFT MOTIVATION

Base: Current ROTC Enrollees

Category of Respondent	ARMY ROTC		NAVY ROTC		USAF ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
- True Volunteer	60.5	66.2*	70.1	84.3*	76.7	83.6*
- Draft Motivated	36.1	32.2	28.2	14.8*	21.6	15.4*
- Don't Know	3.4	1.5*	1.8	0.9	1.8	1.0
	100.0%	99.9%	100.1%	100.0%	100.1%	100.0%

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* Difference from 1972 to 1973 was statistically significant.

TABLE I-19

more detailed level of analysis, i.e., with the distinction made between Scholarship or Non-scholarship status, and between Basic and Advanced programs.

Army Draft-Motivation

The majority of Army enrollees were true-volunteers in 1972 and 1973, regardless of their status (Basic/Advanced; Scholarship/Non-scholarship). However, the highest rates of true-volunteerism were reported by enrollees in the Basic Scholarship program (over 83%), while the lowest rates were reported by enrollees in the Advanced Non-scholarship program (about 55%). Results appear in Table I-20.

There were no significant increases in true-volunteerism from 1972 to 1973. Indeed, the only change of any size was noted for enrollees in the Basic Non-scholarship program. This increase approached, but did not achieve, statistical significance. (Since so many Army men are in this category, the increase may be important as a practical matter in spite of the lack of statistical significance).

Although an increase in true-volunteerism from 1972 to 1973 was previously shown for Army enrollees in total (Table I-19), the statistical significance of the increase is in part attributable to the larger aggregate sample size upon which the data in Table I-19 were tested.

EXTENT OF DRAFT MOTIVATION

BASE: Current ARMY ROTC Program Enrollees

Category of Respondent	Scholarship Program				Non-Scholarship Program			
	BASIC		ADVANCED		BASIC		ADVANCED	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
- True Volunteer	83.8	83.4	77.0	73.8	60.1	67.8	54.4	55.2
- Draft-motivated	14.2	15.4	21.6	26.3	35.4	30.2	43.8	43.7
- Don't Know	1.9	1.3	1.4	----	4.5	2.0	1.8	1.1
	99.9%	100.1%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%

TABLE I-20

Navy Draft-Motivation

The majority of Navy ROTC enrollees were true-volunteers in both 1972 and 1973, regardless of program status. The highest rate of true-volunteerism in both 1972 and 1973 was found for enrollees in the Basic Scholarship program. The lowest rate in each year was found for enrollees in the Advanced Non-scholarship program. Results appear in Table I-21.

There was a significant increase in true-volunteerism from 1972 to 1973 for Navy ROTC enrollees in each program status. There was a corresponding decrease in draft-motivation for Navy enrollees in each program status. (These results contrast sharply with the findings of no change from 1972 to 1973 for the Army, as shown in Table I-20.)

It seems reasonable to infer that draft-motivation is rapidly decreasing in importance as a factor in the enrollment of young men in Navy ROTC.

USAF Draft-Motivation

There was a high rate of true-volunteerism for Air Force ROTC enrollees, in both 1972 and 1973. In 1973, over 79% of USAF enrollees characterized themselves as true-volunteers, regardless of program status. Results appear in Table I-22.

From 1972 to 1973, there were increases in the rate of true-volunteerism for each category of respondent. However, the increases achieved statistical significance for only those men in the Basic Scholarship program

EXTENT OF DRAFT MOTIVATION

BASE: Current NAVY ROTC Program Enrollees

Category of Respondent	Scholarship Program				Non-Scholarship Program			
	BASIC		ADVANCED		BASIC		ADVANCED	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
- True Volunteer	83.8	91.2*	64.7	77.8*	56.9	82.8*	52.9	73.4*
- Draft-motivated	15.2	8.4*	33.7	20.9*	40.0	16.3*	43.7	24.9*
- Don't Know	1.0	0.4	1.6	1.5	3.1	1.0	3.4	1.5
	100.0%	100.0%	100.0%	100.2%	100.0%	100.1%	100.0%	99.8%

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* Difference from 1972 to 1973 was statistically significant.

TABLE I-21

EXTENT OF DRAFT MOTIVATION

BASE: Current USAF ROTC Program Enrollees

Category of Respondent	Scholarship Program				Non-Scholarship Program			
	BASIC		ADVANCED		BASIC		ADVANCED	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
-True Volunteer	85.1	92.4*	78.1	83.2	80.3	83.5	63.5	79.1*
-Draft-motivated	14.4	7.5*	20.9	15.0	18.1	15.6	33.2	20.0*
-Don't Know	0.5	----	1.0	1.8	1.7	0.9	3.4	0.8
	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.1%	99.9%

---

* Difference from 1972 to 1973 was statistically significant.

TABLE I-22

and in the Advanced Non-scholarship program. Nonetheless, these increases are noteworthy, since the rate of true-volunteerism in these categories was reasonably high in 1972, minimizing the likelihood of a substantial increase.

Summary

In each service, a higher percentage of Basic ROTC enrollees were true-volunteers than Advanced enrollees. Also, a higher percentage of Scholarship Program enrollees were true-volunteers than were enrollees in the Non-scholarship program. There was also an interaction between program type and Basic/Advanced status. For each service, enrollees in Basic Scholarship programs had the highest rates of true-volunteers, while enrollees in the Advanced Non-scholarship programs had the lowest rates of true-volunteers. These findings held for 1972 and 1973.

With the termination of the draft, one would expect more enrollees to be true-volunteers (and fewer enrollees to be draft-motivated). The effect would be expected to appear first among Basic enrollees, i.e., men whose enrollment decision was made in the last year or so during a period when draft calls were being reduced. (Presumably, all current Advanced enrollees joined ROTC in the draft-environment.) In fact, there was a significant decrease in draft-motivation for enrollees in the Basic Scholarship programs of the Navy and Air Force, but not in the Army. Although increases in true-volunteerism were noted for enrollees in each of the Basic Non-scholarship programs, the increase achieved statistical significance only for Navy men.

However, previous data on the immediate career objectives of enrollees suggests some caution with respect to the retention of future cadets. Their decisions to stay in ROTC may be contingent upon the continuation of their scholarships, their subsistence allowance, and/or their receipt of college credit for attending ROTC courses. Thus, the finding of increasing "true-volunteerism" is not synonymous with an expectation of increased military career intentions.

It is useful to study the relationship between draft-motivation and career intentions directly. Table I-23 presents data for enrollees in the Basic Scholarship programs sponsored by the Army, Navy, and Air Force. The data are from the 1973 survey. In each Service, men who state that they plan to make a career of military service have the highest percentage of true-volunteers. The lowest percentage of true-volunteers is found among either those men who plan to leave the Service upon completion of their initial obligation, or those men who are undecided with respect to their long-range career intentions.

In summary, the relationship of draft-motivation and career motivation appears to be as follows:

> As higher percentages of true-volunteers enter ROTC as basic enrollees, there should be a corresponding increase in the percentage of cadets who report long-range military career intentions.

For other information which might be useful in the development of strategies to increase long-range career motivation, the reader is referred to Section II (awareness of military pay), Section III (reasons for initial enrollment in these programs), and Section IV (quality of ROTC instruction).

RELATIONSHIP OF DRAFT-MOTIVATION TO LONG-RANGE MILITARY CAREER INTENTIONS

Base: 1973 Basic Scholarship Enrollees

Category of Respondents	Army ROTC				Navy ROTC				USAF ROTC			
	Service Career (%)	Stay in Awhile (%)	Undecided (%)	Leave Service (%)	Service Career (%)	Stay in Awhile (%)	Undecided (%)	Leave Service (%)	Service Career (%)	Stay in Awhile (%)	Undecided (%)	Leave Service (%)
-True Volunteers	94.3	82.3	79.6	80.7	98.2	96.9	88.7	83.5	100.0	92.6	88.5	89.6
-Draft-motivated	5.7	17.7	17.9	19.3	1.8	3.1	11.3	13.8	-	7.3	11.5	10.4
-Don't Know	-	-	2.6	-	-	-	-	2.7	-	-	-	-
	100.0%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	100.0%	100.0%

TABLE I-23

II. KNOWLEDGE AND AWARENESS OF MILITARY OFFICER TRAINING PROGRAMS

In the design of this research, it was assumed that program awareness functioned as a logical prerequisite to the formation of favorable attitudes toward the various programs. For current ROTC enrollees, it was assumed that they could not recommend a program to their friends effectively unless they knew something about it. Hence, questions on program knowledge and awareness were posed to all ROTC enrollees. The questions were designed to assess their knowledge and awareness of ROTC and off-campus military officer training programs. Particular emphasis was placed on the topic of officer pay, due to the increases in military compensation which preceded each survey administration. Other questions concerned awareness of the various programs by (1) name and (2) sponsoring branch of service. Finally, a question about the source of information about these programs was employed.

AWARENESS OF OFFICER COMPENSATION

Each respondent was asked to: (1) specify the date of the most recent pay increase for beginning officers, and (2) specify both the current total entry earnings (pay and allowances) and the current entry base pay for an officer. Results appear in Table II-1.

Among Army ROTC enrollees in 1973, 40% knew the date of the last pay increase, and 55% correctly estimated the current total entry earnings of a military officer ($601-$800/month). About 56% correctly estimated the

ACCURACY IN KNOWLEDGE AND AWARENESS OF MILITARY OFFICER COMPENSATION

BASE: PROGRAM ENROLLEES

Percent Correctly Reporting:	ARMY ROTC 1972 (%)	ARMY ROTC 1973 (%)	NAVY ROTC 1972 (%)	NAVY ROTC 1973 (%)	USAF ROTC 1972 (%)	USAF ROTC 1973 (%)
-Date of the Most Recent Pay Increase[a]	39.1	40.0	44.4	37.4*	49.3	50.8
-Range of Total Officer Entry Earnings ($601-800/month)	47.4	55.0*	50.5	52.0	52.0	47.3
-Amount of Entry Officer Base Pay ($550/month)	54.1	55.6	62.8	63.0	56.1	43.9*

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[a] NOTE: The correct answer in the 1972 Survey was "January 1972."
The correct answer in the 1973 Survey was "January 1973."

* Difference from 1972 to 1973 was statistically significant.

TABLE II-1

amount of officer base pay ($550/month). Except for an increase in awareness of the correct amount of total entry earnings, 1973 and 1972 Army ROTC respondents reported essentially the same levels of awareness of officer compensation.

Among Navy ROTC enrollees in 1973, 37% knew the date of the last pay increase, 52% correctly estimated total officer earnings, and 63% correctly estimated entry base pay. Findings for the 1972 Navy ROTC sample were consistent with findings for the 1973 sample, with the exception of a decrease in knowledge of the date of the last pay increase.

Among Air Force ROTC enrollees in 1973, 51% knew the correct date of the last pay increase, 47% correctly estimated total officer entry earnings, and 44% correctly estimated the amount of officer entry base pay. (The latter was a significant decrease from 56% in 1972.)

ATTITUDES TOWARD OFFICER COMPENSATION

Cadets were also asked to estimate whether the total entry pay for military officers was more, less, or about the same as the earnings of a college graduate in his first (civilian) job. This evaluation provides an important test of the hypothesis that accurate knowledge/awareness of pay and compensation is prerequisite to a favorable attitude towards pay. The data suggest that this hypothesis is not valid. Results appear in Table II-2.

ESTIMATES OF THE EQUIVALENCE OF STARTING PAY FOR MILITARY OFFICERS AND COLLEGE GRADUATES IN CIVILIAN JOBS

Base: Program Enrollees

Compared to Civilian Earnings, Military Entry Pay is:	ARMY ROTC		NAVY ROTC		AIR FORCE ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
More	22.6	28.8*	17.3	19.9	23.4	42.1*
About the same	45.0	45.3	44.0	42.0	44.8	37.9*
Less	30.3	22.3*	36.1	35.5	29.9	18.5*
Don't know/ No Answer	2.1	3.6	2.6	2.7	1.9	1.5
	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%

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* Difference from 1972 to 1973 was statistically significant.

TABLE II-2

Estimates of the equivalence of beginning military and civilian pay provide very favorable evidence about how ROTC cadets view their prospective financial compensation as military officers. Table II-2 shows that approximately 38% to 45% of the ROTC cadets in each service view military starting pay as equivalent to civilian starting pay for a college graduate. More importantly, an additional 20% to 42% in the 1973 sample (and 17% to 29% in the 1972 sample) view military pay as being more than starting civilian pay. This means that in each service, 60% or more of the cadets feel their starting pay will be as good as, or better than, the starting pay for college graduates in civilian occupations. Whether this estimate is correct or incorrect is not as important as what may be interpreted as a general level of satisfaction about the relative worth of entry pay for military officers.

Significant changes from 1972 to 1973 support this conclusion. Changes are in the direction of an increased estimate of the relative favorableness of military pay. More favorable results are noted for both Army and Air Force cadets. However, there are still substantial differences between the services. For example, Navy cadets view military pay in a less favorable way than do Army or Air Force cadets. There is no apparent reason for this difference.

In summary, this research suggests that ROTC enrollees in both 1972 and 1973 possessed less than complete knowledge with respect to the economic benefits of military service as an officer. In each survey, only about half of the respondents could accurately specify the total earnings of an entry officer, although in 1973 from 44% to 63% knew the correct amount of entry base pay.

The importance of this lack of knowledge is mitigated by a generally favorable view of the equivalence of military pay and civilian pay. Given this attitude, the Service would not expect to lose enrollees due to competition with civilian employers over pay and compensation.

AWARENESS OF VARIOUS TRAINING PROGRAMS

In evaluating awareness of the various college-based military officer training programs, each respondent was asked to: (1) indicate if he had heard of each of the following programs: ROC, AVROC, PLC, and ROTC; and (2) identify the service(s) which sponsored these particular programs. The findings on claimed awareness of the programs by name are presented first.

In both surveys, essentially 100% of the respondents claimed to have heard of ROTC programs. Results appear in Table II-3. But awareness of the other (off-campus) programs was much lower than awareness of ROTC. For example, claimed awareness of ROC (15%) and AVROC (26%) was relatively low among 1973 Army ROTC enrollees. Among 1973 Navy ROTC enrollees, awareness of the Navy-sponsored ROC and AVROC programs was higher than it was for Army or Air Force respondents, but only half of the Navy cadets claimed to have heard of these programs. Among 1973 USAF ROTC enrollees, only 18% claimed to have heard of ROC and AVROC.

For each Service, the levels of claimed awareness for the Marine Corps PLC program exceeded the levels of claimed awareness of the ROC and AVROC programs. In general, there was no change in claimed program awareness

AWARENESS OF SELECTED MILITARY OFFICER TRAINING PROGRAMS

BASE: PROGRAM ENROLLEES

Percent Who Claim Awareness of:	ARMY ROTC		NAVY ROTC		USAF ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
ROC	16.3	15.9	52.5	50.1	15.2	18.2
PLC	48.9	52.0	65.9	69.1	32.3	38.3*
ROTC	99.7	100.0	100.0	99.8	99.8	99.6
AVROC	21.9	25.6	49.8	50.8	16.4	17.8

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* Difference from 1972 to 1973 was statistically significant.

TABLE II-3

from 1972 to 1973. (Claimed awareness of the PLC program increased from 1972 to 1973 for each Service, but this finding was statistically significant only for USAF enrollees.)

Next, these levels of awareness were validated by asking respondents who claimed awareness of a program (only) to identify the sponsoring service(s) for the particular program. This analysis revealed the existence of considerable confusion with respect to program sponsorship. It also demonstrated the need for caution in interpreting the previous data on claimed awareness of the various programs by name. Results appear in Table II-4.

In each survey, the majority who claimed to have heard of ROTC correctly attributed sponsorship of the ROTC program to each of the services. However, it is interesting to note that Army respondents were more likely to attribute ROTC sponsorship to their own service (Army) than they were to attribute sponsorship to the Navy or Air Force. This finding is noted in each survey.

In each survey, awareness that the Marine Corps sponsors the PLC program was high (over 82%). But it should be recalled that not all respondents claimed to have heard of the PLC program (see Table II-3).

There was substantial confusion regarding the sponsorship of the ROC and AVROC programs. For example, only 42% of the Army ROTC enrollees in 1973 knew that the Navy sponsored ROC, and only 32% knew that the Navy sponsored AVROC. (Equivalent or higher levels of sponsor awareness were found among Army ROTC enrollees in 1972.) Among Air Force ROTC enrollees in 1973, only 36% knew that the Navy sponsored the ROC program, but 69%

AWARENESS OF SERVICE SPONSORING SELECTED MILITARY OFFICER TRAINING PROGRAMS

BASE: ROTC Enrollees Who Claim Awareness of Each Program

Percent Correct Identification of Sponsoring Service	ARMY ROTC		NAVY ROTC		USAF ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
ROC (%Navy)	49.5	41.5*	59.8	51.4*	39.3	35.9
PLC (%USMC)	96.2	95.9	94.2	90.9*	85.1	82.4
ROTC:						
- % Army	88.1	91.9*	79.1	77.9	86.3	73.7*
- % Navy	64.6	53.7*	81.5	77.5	81.6	64.8*
- % USAF	69.5	58.6*	79.4	77.2	90.3	82.6*
AVROC (%Navy)	34.5	31.7	69.4	63.8	54.7	68.5*

TABLE II-4

knew that the Navy sponsored AVROC. Among Navy ROTC enrollees in 1973, only 51% knew that their service sponsored ROC program and only 64% knew that their service sponsored the AVROC program. (It should be recalled that only about 50% of the Navy ROTC enrollees claim to have heard of the ROC or AVROC programs, as shown in Table II-3).

There were some changes from 1972 to 1973 in the extent of correct sponsor identification of the various programs. From 1972 to 1973, Army ROTC enrollees were less likely to identify the Navy as sponsoring the ROC program, and less likely to cite the Navy and Air Force as sponsoring ROTC programs. (However, there was an increase in citing the Army as sponsoring ROTC.) The rates of correct sponsor identification for ROC and PLC declined for Navy ROC enrollees from 1972 to 1973. The rates of correct sponsor identification for each of the ROTC programs decreased for USAF ROTC enrollees from 1972 to 1973. (It is not apparent why Air Force ROTC enrollees were less likely to claim the Air Force sponsored ROTC in 1972 than they were in 1973.) USAF enrollees were more accurate in identifying the Navy as the sponsor of the AVROC program in 1973 than they were in 1972.

It seems reasonable to conclude that awareness of the PLC, ROC, and AVROC programs is quite low among ROTC enrollees. If current ROTC enrollees are to offer any assistance in the recruitment of young men for these off-campus programs, there must be an attempt made to communicate the existence of these programs to them.

PERSONAL SOURCES OF INFORMATION

ROTC enrollees in each survey were asked to note individuals from whom they had sought advice when they wanted information about military service. A list was presented for their consideration.

Among Army ROTC enrollees, individuals most highly endorsed in 1972 and 1973 were: (1) father; (2) the military recruiter (at school); and (3) close friends. Endorsement of these key categories of individuals remained essentially unchanged from 1972 to 1973, although there was a decline in endorsement of the father from 34% in 1972 to 28% in 1973. Other decreases in mention occurred for less frequently cited categories, i.e., school acquaintances, teachers, counselors, and ROTC instructors.

Among Navy ROTC enrollees, the respondent's father received by far the highest endorsement (48% in 1972 and 54% in 1973). The increase was significant. About 20% of the 1973 respondents endorsed the military recruiter (at school or away from school), close friends, or counselors. From 1972 to 1973, the increase in endorsement of the recruiter (away from school) was statistically significant.

Among Air Force ROTC enrollees, individuals most highly endorsed were: (1) military recruiter (at school); (2) father; and (3) close friends. Endorsement of close friends and the military recruiter (at school) increased significantly from 1972 to 1973 for USAF enrollees.

Results appear in Table II-5.

For each Service, the respondent's friends and father are seen as key sources of information. The reader is also referred to Table III-6

PERSONAL SOURCES OF INFORMATION ABOUT MILITARY SERVICE
BASE: PROGRAM ENROLLEES

Sources of Information	ARMY ROTC		NAVY ROTC		USAF ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
Father	33.6	27.9*	48.1	54.0*	32.7	32.4
Mother	2.9	3.1	3.7	3.2	3.0	2.9
Brothers	10.6	10.2	10.1	10.9	8.2	9.3
Other Relatives	9.4	10.0	9.5	12.2	8.8	11.0
Close Friends	19.5	19.9	19.4	22.8	16.1	20.9*
School Acquaintances	15.2	9.6*	9.2	8.1	9.3	11.7
Teachers	12.6	8.6*	8.7	11.0	9.4	9.0
Counselors	15.4	11.9*	19.4	18.3	15.2	12.5
Military Recruiter (at school)	29.1	29.7	18.2	20.8	23.6	33.1*
Military Recruiter (away from school)	10.6	11.3	14.1	19.3*	11.9	12.6
College Handbook/Brochure/ Pamphlets	0.1	0.3	0.9	1.1	0.4	0.8
ROTC Instructor/Professor of Military Science	13.6	8.3*	5.2	4.5	10.6	7.0
Other	1.1	2.1	2.8	2.5	4.0	4.3
Don't Seek Advice	2.3	2.5	2.4	1.7	3.9	2.3

TABLE II-5

which presents data on the categories of individuals judged most influential in the decision to join ROTC. In Table III-6 it is interesting to note that the respondents' parents, friends, and relatives are also cited as important influences in the decision to join ROTC.

III. FACTORS ASSOCIATED WITH ENROLLMENT

Endorsement of a series of general and specific reasons for application to college-based military officer training programs was studied in 1973 and 1972. Comparisons were made of the extent of endorsement of each reason between the two surveys, separately for men in Army, Navy, and Air Force ROTC. The questions required respondents to state, in retrospect, the extent to which each reason influenced their decision to apply for ROTC.

GENERAL REASONS FOR APPLYING FOR OFFICER TRAINING

Each respondent was asked to review the following general reasons for applying for military officer training, and to indicate whether each reason influenced his decision to apply.

GENERAL REASONS FOR APPLYING FOR OFFICER TRAINING

1. Military career opportunities
2. Travel, adventure, and new experiences
3. Serve my country
4. Opportunity for further academic education
5. Qualify for GI Bill benefits
6. Pay and allowances
7. Benefits such as medical care, BX/PX, etc.
8. Avoid being drafted
9. Become more mature
10. Status and prestige of being an officer
11. Difficulty in finding a suitable civilian job
12. Fulfilling my military obligation at a time of my choice
13. Opportunity for special professional/technical training

Table III-1 presents the results for Army, Navy and Air Force ROTC enrollees in 1972 and 1973.

Among Army cadets, the reason most frequently accorded strong influence in both 1972 and 1973 was "travel, adventure, and new experiences". This reason was endorsed as a strong influence by about 50% of the sample in both 1972 and 1973. From 1972 to 1973, there was a significant decrease in the attribution of strong influence to enrollment to (1) service my country, and (2) fulfill my military obligation at a time of my choice. There was a significant increase from 1972 to 1973 in the endorsement of the following reasons: (1) the opportunity for further academic education; (2) pay and allowances; and (3) benefits such as medical care, BX/PX, etc.

Among Navy cadets, the reasons most frequently attributed strong influence in 1973 were:

(1) Travel, adventure, and new experiences (62%);

(2) Opportunity for further academic education (49%);

(3) Military career opportunities (45%); and

(4) Opportunity for special professional or technical training (42%).

From 1972 to 1973, there was a significant decline in the endorsement of enrollment to: (1) serve my country; (2) fulfill my military obligation at the time of my choice; and (3) avoid being drafted. There was a significant increase from 1972 to 1973 in the attribution of strong influence to the following reasons: (1) military career opportunities; (2) the opportunity for special professional or technical training; (3) the opportunity for further academic education; (4) pay and allowances; and (5) benefits such as medical care, BX/PX, etc.

GENERAL REASONS ATTRIBUTED STRONG INFLUENCE IN THE DECISION TO ENROLL IN ROTC PROGRAMS

BASE: Program Enrollees

General Reasons	ARMY ROTC		NAVY ROTC		USAF ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
Military career opportunities	42.6	43.9	39.3	45.0*	60.9	64.7
Travel, adventure, and new experiences	50.4	48.1	59.7	61.9	55.5	64.4
Serve my country	44.9	35.3*	41.7	36.2*	42.4	41.5
Opportunity for further academic education	27.2	31.2*	39.6	48.8*	36.3	42.4*
Qualify for G.I. Bill benefits	17.0	18.7	8.4	11.1	12.8	14.3
Pay and allowances	23.0	30.2*	18.2	24.9*	25.6	33.4*
Benefits such as medical care, BX/PX, etc.	27.9	33.9*	19.1	25.2*	29.7	42.2*
Avoid being drafted	29.6	28.6	19.2	8.8*	16.2	11.4*
Become more mature	20.9	20.3	17.6	19.4	16.0	15.6
Status and prestige of being an officer	20.9	21.6	20.3	19.8	18.4	21.9
Difficulty in finding a suitable civilian job	9.7	10.1	7.2	9.3	14.9	10.6*
Fulfilling my military obligation at a time of my choice	31.0	24.2*	27.6	18.0*	27.6	19.8*
Opportunity for special professional/technical training	33.4	32.5	35.7	42.2*	50.2	56.3*

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* Difference from 1972 to 1973 was statistically significant.

TABLE III-1

Among Air Force cadets in 1973, the majority attributed strong influence to enlisting for: (1) travel, adventure and new experiences; (2) military career opportunities; and (3) the opportunity for special professional or technical training. From 1972 to 1973, there was a significant decrease in the endorsement of enrollment: (1) to avoid being drafted; (2) to fulfill the military obligation at a time of one's choice; and (3) because of the difficulty in finding a suitable civilian job. There was a significant increase in the influence accorded the following reasons: (1) the opportunity for further academic education; (2) the opportunity for special professional or technical training; (3) pay and allowances; and (4) benefits such as medical care, BX/PX, etc.

It is noteworthy that, from 1972 to 1973, the following reasons increased in endorsement for enrollees in all three ROTC programs:

(1) The opportunity for further academic education;

(2) Pay and allowances; and

(3) Benefits such as medical care, BX/PX, etc.

In contrast, only one reason decreased in influence significantly from 1972 to 1973 for enrollees in each program. Enrollment to "fulfill my military obligation at a time of my choice" was the only reason which showed a decline in endorsement from 1972 to 1973 for enrollees in the Army, Navy, and Air Force RCTC programs, i.e., all three ROTC programs.

For each program, two general reasons for enrollment appear particularly important: (1) travel, adventure and new experiences and (2) military career opportunities. In development of career motivation strategies, an attempt to reward these predisposing motivations would appear effective. There are also some reasons which are more important to enrollees in one program than they are to enrollees in the other programs. For example, the opportunity for further academic education is important to Navy ROTC enrollees, while the opportunity for special professional or technical training is particularly important to Air Force ROTC enrollees. (In the following analysis, this finding for Air Force enrollees appears to translate into their interest in flying.)

SPECIFIC REASONS FOR APPLYING FOR OFFICER TRAINING

Each ROTC enrollee was asked to review the following specific reasons for applying for college military officer training, and to indicate how strongly each reason influenced his decision to apply for a college military officer training program.

SPECIFIC REASONS FOR APPLYING FOR OFFICER TRAINING

1. Which particular Service I am trained for (Army, Navy, Air Force, Marine Corps)
2. Whether I become an aviation officer (get to fly) or not
3. Whether I become a "ground" officer (do not get to fly) or not
4. How much money I get each month I'm in college (subsistence allowance)
5. If I get expense money for all 4 years of college
6. If I get expense money just for the last 2 years of college
7. If I have to go to summer camp
8. If my college tuition is paid (Scholarship program)
9. If I get to go to the college of my choice
10. If I get paid to go to college, regardless of my father's income
11. If I have to go into the military service
12. If I have to take courses in military subjects in college
13. If I have to drill (march) on campus
14. How many years I have to serve in the military after I graduate from college
15. How many years I have to serve in the Reserves after I complete active duty

Results for Army, Navy and Air Force ROTC enrollees in 1972 and 1973 appear in Table III-2.

Among Army cadets, the specific reasons most frequently accorded influence in 1973 were: (1) If I get to go to the college of my choice (36%); (2) If my college tuition is paid (33%); and (3) If I have to go into the military service (30%). From 1972 to 1973, there was a significant decrease in endorsement of the latter reason, and in concern over "which particular service I am trained for". From 1972 to 1973, there were significant increases in the influence accorded the following reasons: (1) How much money I get each month I'm in college; (2) If I get expense money for all 4 years of college; (3) If I get expense money just for the last 2 years of college; (4) If I get paid to attend college, regardless of my father's income; and (5) If I have to attend summer camp. The increase in "economic" concerns from 1972 to 1973 is noteworthy.

Among Navy cadets, the majority in 1972 and 1973 endorsed three reasons: (1) Which particular service I am trained for; (2) If my college tuition is paid; and (3) If I get to attend the college of my choice. (The latter increased in endorsement from 52% in 1972 to 58% in 1973). There were also statistically significant increases from 1972 to 1973 in endorsement of the following reasons:

(1) How much money I get each month I'm in college (subsistence allowance);

(2) If I get expense money for all 4 years of college;

(3) If I get expense money just for the last 2 years of college;

(4) If I get paid to go to college, regardless of my father's income;

SPECIFIC REASONS ATTRIBUTED STRONG INFLUENCE IN THE DECISION TO ENROLL IN ROTC PROGRAMS

BASE: Program Enrollees

Specific Considerations	ARMY ROTC 1972 (%)	ARMY ROTC 1973 (%)	NAVY ROTC 1972 (%)	NAVY ROTC 1973 (%)	USAF ROTC 1972 (%)	USAF ROTC 1973 (%)
Which particular service I am trained for (Army, Navy, Air Force, Marine Corps)	33.1	24.3*	56.7	54.6	57.6	62.4
Whether I become an aviation officer (get to fly) or not	10.8	11.6	20.3	28.1*	49.0	60.4*
Whether I become a "ground" officer (do not get to fly) or not	9.5	8.6	9.5	10.7	20.5	24.6*
How much money I get each month I'm in college (subsistence allowance)	13.5	24.2*	11.6	14.8*	7.5	14.5*
If I get expense money for all 4 years of college	12.8	18.9*	21.6	28.6*	10.1	17.2*
If I get expense money just for the last 2 years of college	18.2	22.9*	8.4	12.6*	14.3	18.7*
If I have to go to summer camp	9.7	15.3*	9.5	12.7*	7.1	8.5
If my college tuition is paid (Scholarship Program)	21.7	32.9*	55.3	60.4	27.3	36.3*
If I get to go to the college of my choice	35.9	36.0	51.7	58.3*	36.3	40.1
If I get paid to go to college, regardless of my father's income	19.5	26.2*	33.9	40.8*	19.4	24.7*
If I have to go into the military service	34.5	30.4*	26.4	25.7	24.6	25.1
If I have to take courses in military subjects in college	11.7	10.0	6.4	7.9	6.8	11.7*
If I have to drill (march) on campus	8.9	6.4	5.5	5.1	6.0	8.0
How many years I have to serve in the military after I graduate from college	30.0	29.7	20.4	19.7	17.7	16.0
How many years I have to serve in the Reserves after I complete Active Duty	23.6	25.1	8.6	6.1	10.9	10.3

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* Difference from 1972 to 1973 was statistically significant.

TABLE III-2

(5) Whether I become an aviation officer (get to fly) or not; and

(6) If I have to go to summer camp.

The increased concern about money and school expenses from 1972 to 1973 is noticeable in the first four reasons.

Among Air Force cadets, the majority endorsed two specific considerations in 1973:

(1) Which particular service I am trained for; and

(2) Whether I become an aviation officer or not.

The latter reason was attributed strong influence by 49% in 1972 and 60% in 1973. The consideration of flying appears to be highly important to Air Force ROTC enrollees. There was also a significant increase from 1972 to 1973 in the endorsement of a large number of additional specific reasons. Increases in endorsement were found for the following reasons:

(1) How much money I get each month I'm in college (subsistence allowance);

(2) If I get expense money for all 4 years of college;

(3) If I get expense money just for the last 2 years of college;

(4) If my college tuition is paid (Scholarship Program);

(5) If I get paid to go to college, regardless of my father's income;

(6) Whether I become an aviation officer (get to fly) or not;

(7) Whether I become a "ground" officer (do not get to fly) or not; and

(8) If I have to take courses in military subjects in college.

From 1972 to 1973, there was a significant increase in both the economic reasons and in concern over flying, i.e., "Whether I become an aviation officer (get to fly)" and "Whether I become a "ground" officer (do not get to fly)". Endorsement of these reasons demonstrates the concern over flying opportunities indigenous to Air Force ROTC enrollees.

In summary, there are certain specific reasons which reportedly exerted increasingly strong influence in the decision to enroll in ROTC from 1972 to 1973. Included were reasons such as the *duration* of financial support (whether the respondent received expense money for 4 years, or just for the last 2 years), the *amount* of the subsistence allowance, and whether the subsidy was *contingent* upon his father's income. Although these reasons do *not* receive majority endorsement, they reportedly exert strong influence in the decisions of approximately 15% to 25% of the respondents. And, as noted, they appear to be increasing in importance over time.

In the development of career motivation strategies, it might be useful to emphasize the value of economic incentives provided by the subsidies offered in ROTC. Reliance on predisposing motives such as branch-of-service consideration would also appear effective in selected cases, e.g., for Navy and Air Force enrollees. The appeal of flying to Air Force enrollees is particularly impressive. This latter consideration may deserve emphasis in attempts to counter indecision with respect to long-range career motivations as initially noted for these men (see Table I-15).

CONDITIONS OF ROTC AFFILIATION

Each ROTC enrollee was also asked three questions with respect to conditions of ROTC affiliation:

(1) Would you have joined ROTC *without* getting a scholarship? (This question was posed to scholarship enrollees *only*);

(2) Would you have joined ROTC without getting subsistence allowance?

(3) Would you have joined ROTC, under this condition ... if you dropped out during the first two years, you would have to repay all government funds spent toward your education?

Results are presented separately for each question.

The majority of Army and Air Force ROTC enrollees in the Scholarship programs claim that they would have joined ROTC without getting a scholarship. This finding was noted in both 1972 and 1973. But for Navy scholarship enrollees, only 40% said they would have joined ROTC without receiving a scholarship. (This was a significant decrease from a 50% affirmative response in 1972). Results appear in Table III-3.

In each survey, the majority of ROTC enrollees reported that they would have joined ROTC, even if they did not receive a subsistence allowance. However, there was a significant decrease in the rate of affirmative response for Army and Air Force respondents from 1972 to 1973. Results appear in Table III-4.

Finally, about 50% of Navy and Air Force enrollees claimed that they would have joined ROTC even if repayment of funds were required of dropouts. However, only 36% of Army enrollees answered the question affirmatively. This represented a significant decrease from a 51% affirmative response in 1972 for the Army ROTC enrollees. Results appear in Table III-5.

In general, the results from this section may connote an increased concern with the immediate financial benefits of ROTC affiliation. This conclusion is particularly reflected in the attitudes of Army ROTC enrollees in Tables III-4 and III-5. The Navy scholarship enrollee may represent an extreme case of this argument (see Table III-3).

PERSONS INFLUENTIAL IN ROTC AFFILIATION

Each ROTC enrollee was also asked: Which one of the following persons MOST influenced your decision to enter ROTC? Response options listed for the respondent included: a Service recruiter, parents/friend/relative, a school counselor, someone else (undifferentiated), and no one. Results appear in Table III-6.

WOULD HAVE JOINED ROTC WITHOUT A SCHOLARSHIP

BASE: Scholarship Enrollees Only

Response Options	ARMY ROTC		NAVY ROTC		USAF ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
Yes	78.8	67.9*	49.5	40.1*	82.1	78.1
No	17.7	26.7*	43.6	54.2*	13.6	18.2*
Don't Know	3.5	5.4	6.9	5.7	4.3	3.6
	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%

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* Difference from 1972 to 1973 was statistically significant.

TABLE III-3

WOULD HAVE JOINED ROTC WITHOUT A SUBSISTENCE ALLOWANCE

BASE: PROGRAM ENROLLEES

Response Options:	ARMY ROTC 1972 (%)	ARMY ROTC 1973 (%)	NAVY ROTC 1972 (%)	NAVY ROTC 1973 (%)	USAF ROTC 1972 (%)	USAF ROTC 1973 (%)
Yes	80.7	61.6*	78.8	76.3	83.6	74.5*
No	13.3	29.9*	12.1	17.4*	10.2	19.8*
Don't Know	6.0	8.5	9.0	6.2	6.2	5.7
	100.0%	100.0%	99.9%	99.9%	100.0%	100.0%

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* Difference from 1972 to 1973 was statistically significant.

TABLE III-4

WOULD HAVE JOINED ROTC EVEN IF REPAYMENT OF FUNDS WAS REQUIRED OF DROP-OUTS

BASE: PROGRAM ENROLLEES

Response Options:	ARMY ROTC		NAVY ROTC		USAF ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
Yes	50.8	36.0*	45.3	48.1	50.4	50.8
No	41.7	54.5*	46.8	46.2	43.0	42.0
Don't Know	7.5	9.5	7.9	5.8	6.6	7.2
	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%

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* Difference from 1972 to 1973 was statistically significant.

TABLE III-5

PERSON MOST INFLUENTIAL IN THE DECISION TO JOIN ROTC

BASE: PROGRAM ENROLLEES

Response Options:	ARMY ROTC		NAVY ROTC		USAF ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
Service Recruiter	8.8	8.6	7.2	4.1*	8.7	9.8
Someone in the Service Other than the Recruiter	13.9	13.4	10.5	8.6	14.1	11.2
Parents, Friends, or Relatives	51.0	44.2*	56.7	53.0	44.9	43.3
School Counselor	4.5	4.4	8.5	5.8	6.8	5.7
Someone Else	4.1	9.8*	2.5	8.4*	2.4	10.5*
No One	17.8	19.5	14.7	19.9*	23.1	19.4
	100.1%	99.9%	100.1%	99.8%	100.0%	99.9%

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* Difference from 1972 to 1973 was statistically significant.

TABLE III-6

In each survey, the modal category attributed influence was "parents, friend, or relatives". In 1973, the category was endorsed by 53% of Navy enrollees, 43% of Air Force enrollees, and 44% of Army enrollees[*] (The latter is a significant decrease for Army enrollees from 51% endorsement in 1972).

In 1973, the service recruiter was endorsed as most influential by 9% of Army enrollees, 10% of Air Force enrollees, and 4% of Navy enrollees. (The latter was a significant decrease from 7% endorsement among Navy enrollees in 1972).

The only additional type of person for whom endorsement as influential changed significantly from 1972 to 1973 was the category "someone else". Endorsement of this category of individuals increased from 1972 to 1973 among enrollees in each of the ROTC programs. Unfortunately, the meaning of this category is not known. But the consistency of this finding across programs may merit the performance of additional research to enhance recruiting for ROTC.

The results from Table III-6 (and Table II-5) argue for emphasis on "influences" such as parents, in the recruitment of young men for ROTC. Parents appear particularly influential, both in the initial provision of information about military service and in the decision-making process in which young men choose to affiliate with an ROTC program.

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[*] The reader is also referred to Table II-5 where the father (and close friends to a lesser degree) were cited as sources of information about military service.

IV. THE QUALITY OF ROTC INSTRUCTION AND COURSEWORK

Respondents in each survey were asked a series of questions to assess the overall quality of ROTC programs in comparison to their regular college work. These questions concerned respondent perceptions of instructor quality and coursework quality, and reports of the typical grades received by the respondent in ROTC and in college courses in general.

ATTITUDES TOWARD ROTC INSTRUCTORS

The majority of ROTC enrollees viewed ROTC instructors either "about as good" or "better" than their regular college instructors. This finding was true for Army, Navy and Air Force enrollees, in both 1972 and 1973. Results appear in Table IV-1. In each survey, slightly more than half viewed the quality of their ROTC instructors as about the same as the quality of other faculty members. And in each survey, about 30% - 40% thought that their ROTC instructors were "better" than other faculty members.

The only significant differences between 1972 and 1973 occurred among Army enrollees where the opinion of the ROTC instructor declined slightly, and among Air Force enrollees where the 1973 respondent was more likely to claim that his ROTC instructor was "better" than other faculty members and less likely to claim that he was equivalent to them.

For each program, less than 10% of the enrollees thought that ROTC instructors were "worse" than other faculty members. As noted above, there was a significant increase from 1972 to 1973 in this negative

OPINION OF THE

QUALITY OF ROTC INSTRUCTORS

COMPARED TO OTHER FACULTY MEMBERS

BASE: PROGRAM ENROLLEES

ROTC Instructors Are:	ARMY ROTC		NAVY ROTC		USAF ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
Better	39.8	36.3	27.4	30.6	31.6	37.8*
About as Good	51.5	51.7	61.7	58.1	59.0	52.9*
Worse	6.1	9.9*	9.2	9.9	7.5	6.9
No Opinion	2.6	2.2	1.7	1.4	1.8	2.4
	100.0%	100.1%	100.0%	100.0%	99.9%	100.0%

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* Difference from 1972 to 1973 was statistically significant.

TABLE IV-1

opinion among Army ROTC enrollees, but the percentage changed from only 6.1% in 1972 to 9.9% in 1973, still a low level. Also, the magnitude of this change is small enough that it need not be of great concern unless the trend were to continue over time. Even with the increase, the proportion of Army ROTC enrollees in 1973 who felt that their ROTC instructors were "worse" than other faculty members was about the same as the proportions of Navy and Air Force enrollees who provided this negative assessment of the quality of their ROTC instructors in each survey.

ATTITUDES TOWARD THE QUALITY OF ROTC COURSEWORK

ROTC enrollees were more equivocal about the quality of their coursework than they were about their instructors.

Over half of the respondents believed the quality of ROTC coursework to be "about as good" or "better" than the quality of their regular college coursework. Results appear in Table IV-2. However, the proportion who stated that the quality of ROTC coursework was superior to other college courses was not as high as the proportion who felt the quality of ROTC instructors was superior to the quality of other college faculty (see Table IV-1).

The difference in assessment of ROTC instructors and ROTC coursework is primarily accounted for by a response alternative available for the evaluation of coursework: "Depends on the course". This category accounted for from 12% to 16% of the total responses in the evaluation of ROTC coursework (see Table IV-2). By selecting this alternative, enrollees indicated that the quality of their regular college coursework varied

OPINION OF THE

QUALITY OF ROTC COURSEWORK

COMPARED TO OTHER COLLEGE COURSES

BASE: PROGRAM ENROLLEES

ROTC Courses Are:	ARMY ROTC 1972 (%)	ARMY ROTC 1973 (%)	NAVY ROTC 1972 (%)	NAVY ROTC 1973 (%)	USAF ROTC 1972 (%)	USAF ROTC 1973 (%)
Better	19.9	15.3*	13.5	17.4	14.0	19.7*
About as Good	48.7	50.9	58.1	57.8	58.0	54.1
Worse	15.2	19.0*	12.5	12.6	16.4	12.1*
Depends on the Course[a]	16.0	14.7	16.0	12.0*	11.6	14.1*
	99.8%	99.9%	100.1%	99.8%	100.0%	100.0%

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[a] NOTE: "Don't know" and "Not in Program" responses included in the "Depends on the course" category.

* Difference from 1972 to 1973 was statistically significant.

TABLE IV-2

and hence, that a simple comparison of course quality was precluded.

Another part of the difference in the proportion of ROTC enrollees who evaluated instructors resulted from their negative assessment of ROTC coursework compared with regular work. In 1973, from 12% to 19% of all enrollees responded that ROTC courses were "worse" than other college courses (Table IV-2). But 10% or less considered the ROTC instructor to be inferior to other faculty members (Table IV-1). The fact that enrollees are more critical of ROTC coursework than they are of ROTC instructors seems to indicate a greater dissatisfaction with the content of the ROTC coursework than with the quality of instruction.

There were a number of changes in evaluation of the quality of ROTC coursework from 1972 to 1973. Although most of the changes were small, some of the changes were statistically significant. Army enrollees were significantly more likely to feel that ROTC coursework was "worse" than other college courses in 1973 (19%) than they were in 1972 (15%), and less likely to claim it was "better". Air Force enrollees were more likely to feel that ROTC coursework was "better" in 1973 (20%) than in 1972 (14%), and less likely to feel that it was "worse". This pattern of changes for Army and Air Force is the same as previously noted for ROTC instructors in Table IV-1. These consistent results in two presumably different subject areas could be an indication of increasing satisfaction among USAF enrollees but a growing dissatisfaction among Army enrollees. However, until a more definite trend has been established, this interpretation should be regarded with caution.

COMPARISON OF GRADES IN ROTC WITH COLLEGE GRADES IN GENERAL

One method of evaluating the quality of ROTC programs is to compare the grades earned in ROTC with the grades earned in regular college courses by the same ROTC enrollees. It may be argued that the demonstration of a significantly higher distribution of grades in ROTC than grades in general college courses indicates that ROTC courses are easier than regular college courses.*

Table IV-3 shows higher grades are reported earned in ROTC courses than in college courses in general. In each ROTC program, a substantially larger proportion of enrollees reported receipt of all A's, or A's and B's in their ROTC courses, than they earned in their regular college courses.** This would seem to indicate that ROTC courses are easier than other college courses. This conclusion was further supported by an examination of the relationship of ROTC grades and regular college grades. This analysis showed that, for 1973, most enrollees got better grades in their ROTC coursework than they did in their regular coursework. (See Appendix E for details.)

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* Alternative hypotheses could also be entertained. For example, data in the previous sections which indicate that approximately one-third of all ROTC enrollees feel that their ROTC instructors are "better" than regular college instructors, hence, there may be more opportunity to achieve. There is also the possibility that ROTC enrollees like their ROTC coursework more than their regular coursework and, therefore, study harder for ROTC courses than for the average of their other courses.

** As noted, the grades are self-reported by ROTC enrollees, with the responses limited to the general categories shown in Table IV-3. The use of regular Grade Point Average (GPA) taken from official transcripts would be an improved approach. This approach was not used for practical reasons in this survey, but is eminently feasible to perform this more definitive analysis using school grade data from transcripts.

AVERAGE GRADES IN COLLEGE COURSES AND IN ROTC COURSES

	ARMY ROTC		NAVY ROTC		USAF ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
Average Grades in College						
Mostly "A's"/ All "A's"	6.2	5.7	4.9	6.6	5.9	3.9
"A's" and "B's"	35.8	26.1*	29.6	31.6	32.0	31.9
"B's" and "C's"	52.5	62.0*	61.0	56.4	56.4	59.9
"C's" and "D's"	5.2	6.0	4.5	5.2	5.2	4.0
"D's" and Below	0.2	0.2	---	0.2	0.5	0.3
Average Grades in ROTC						
Mostly "A's"/ All "A's"	33.2	37.7*	20.1	22.7	38.4	35.1
"A's" and "B's"	46.5	42.0	48.4	48.0	43.3	50.2*
"B's" and "C's"	19.1	19.2	28.7	26.3	17.0	14.1
"C's" and "D's"	0.8	0.7	1.8	2.5	0.9	0.7
"D's" and Below	0.1	0.2	---	0.5	0.1	---

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* Difference from 1972 to 1973 was statistically significant.

TABLE IV-3

There are few differences in reported grade distributions between 1972 and 1973. Among Army ROTC enrollees, there is a significant decline in the reported percentage receiving "A's" and "B's" and a corresponding increase in the percentage receiving "B's" and "C's" in their regular college coursework. In contrast, there was a significant increase from 1972 to 1973 in the percentage of Army ROTC enrollees reporting the receipt of "Mostly A's or All A's" in their ROTC coursework.

The only other significant change from 1972 to 1973 occurred among Air Force ROTC enrollees. A significantly higher percentage reported the receipt of "A's" and "B's" in ROTC in 1973 (50%) than reported these grades in 1972 (43%). This change seems to have occurred because fewer 1973 enrollees received either "Mostly A's, All A's" or "B's" and "C's", thus offsetting the increase reported in "A's" and "B's".

SUGGESTED IMPROVEMENTS IN ROTC COURSEWORK

ROTC enrollees were also asked to evaluate some suggested improvements in ROTC programs. Three major areas were evaluated:

(1) The receipt of college credit for ROTC coursework;

(2) Abolition of drills and marching; and

(3) Moving ROTC activities off-campus.

Results for each subject are summarized in Table IV-4.

In each survey, receipt of regular college credit for ROTC courses was a uniformly highly valued suggestion. Over 90% of the enrollees in both 1972 and 1973 favored this policy. For most of them, however, this

SELECTED ATTITUDES TOWARD ROTC PROGRAMS

- Percent Affirmative / Positive Responses -

BASE: PROGRAM ENROLLEES

ROTC Should:	ARMY ROTC 1972 (%)	ARMY ROTC 1973 (%)	NAVY ROTC 1972 (%)	NAVY ROTC 1973 (%)	USAF ROTC 1972 (%)	USAF ROTC 1973 (%)
Give Credit for ROTC Coursework	93.3	95.1	94.2	94.4	94.6	96.1
Abolish Drills and Marching	12.5	12.9	20.9	17.3	17.8	13.2*
Move ROTC Activities off Campus	12.4	20.1*	10.6	10.1	9.9	16.9*

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* Difference from 1972 to 1973 was statistically significant.

TABLE IV-4

is not a new suggestion. The majority of ROTC enrollees already receive course credit. The rates of reported receipt of course credit in the 1973 survey were Army (87%), Navy (90%), and Air Force (89%).

The abolition of drills and marching was endorsed by less than 20% of enrollees. Eliminating drills and marching was more frequently endorsed by Navy ROTC enrollees than it was by Army or Air Force enrollees. In 1972, 21% of the Navy enrollees favored the abolition of these activities. The rate was 17% in 1973. The only significant change from 1972 to 1973 occurred among Air Force enrollees. In this case, fewer enrollees favored the abolition of drills and marching in 1973 (13%) than did so in 1972 (18%).

The suggestion that ROTC activities be moved off-campus was endorsed by 20% (or less) of enrollees. However, the level of endorsement of this idea increased significantly for both Army and Air Force enrollees between 1972 and 1973. It is possible that residual post-Vietnam pressures for getting the uniform off-campus remain important considerations for Army or Air Force ROTC cadets. (However, the level of endorsement of the idea of moving ROTC units off-campus remained low (10%) among Navy enrollees). Nonetheless, neither the suggestion to abolish drills nor to move ROTC units off-campus received much endorsement by current program enrollees. Preliminary analyses suggest that neither approach is particularly important in the retention of current ROTC enrollees.

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Appendix A

DETAILED SAMPLE SIZE INFORMATION FOR ROTC PROGRAM ENROLLEES

	Scholarship Program				Non-Scholarship Program			
	BASIC		ADVANCED		BASIC		ADVANCED	
	1972	1973	1972	1973	1972	1973	1972	1973
ARMY ROTC	155	155	213	161	243	255	285	258
NAVY ROTC	204	243	184	202	132	102	87	66
USAF ROTC	190	179	197	230	198	229	181	219

Appendix B

COMPARABILITY OF 1972 AND 1973 SAMPLES OF ROTC ENROLLEES

There were no differences between the 1972 and 1973 samples in racial composition or employment status (Table B-1). There were occasional differences based on family income, age, and the presence of Junior ROTC at the respondent's high school (Table B-1); and on parental educational attainment (Table B-2). But these differences were scattered, i.e., they occurred for enrollees in one Service, but not in the others. For example, 1973 Army ROTC enrollees had higher income families (Table B-1), but less highly educated fathers (Table B-2). The 1973 USAF ROTC enrollee was younger, and more likely to have been exposed to Junior ROTC in high school (Table B-1). Navy ROTC enrollees showed no differences on any of these characteristics. The only consistent difference across programs from 1972 to 1973 was the finding that the 1973 samples were more likely to have come from non-metropolitan areas (small towns or rural areas). However, even these differences were of minor magnitude, e.g., 6% - 10% (Table B-1).

Comparisons of the 1972 and 1973 samples were also made on: (1) college major subject, (2) ultimate educational expectations, (3) life goals, and (4) expectation of achieving life goals in the military service. The 1973 samples showed a lower percentage of engineering/architecture majors (Table B-3). But educational expectations did not change from 1972 to 1973 (Table B-4). Life goals were generally constant (Table B-4), although 1973 USAF ROTC enrollees had more favorable attitudes toward the attainment of life goals in military service (as opposed to civilian life) than did the USAF ROTC enrollees in 1972 (Table B-5).

DEMOGRAPHIC CHARACTERISTICS OF ROTC ENROLLEES
Base: Program Enrollees

	ARMY ROTC		NAVY ROTC		USAF ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
Race						
White	94.2	93.9	96.8	96.9	94.9	92.3
Non-white	5.7	6.1	3.2	3.1	5.1	7.8
Annual Family Income						
Under $8,000	12.8	13.6	9.6	7.2	16.5	14.9
$8,000-$13,999	24.4	23.4	20.7	16.6	22.4	25.9
$14,000-$19,999	28.0	24.2	25.0	28.0	25.2	23.8
$20,000 or over	22.0	27.9 *	37.2	40.0	28.4	27.0
Refused/Don't Know	12.7	10.9	7.6	8.2	7.4	8.2
Employment Status						
Full time	5.4	2.8	1.8	0.8	6.8	4.8
Part time	34.7	38.4	29.1	25.7	37.4	38.9
Not Employed	59.7	58.9	69.1	73.5	55.9	56.3
Type of Neighborhood (City Size)						
Large Metropolitan	32.1	24.8 *	30.9	29.1	35.6	26.8 *
Small Metropolitan	37.8	38.8	52.0	43.9 *	42.3	43.7
Non-metropolitan	30.1	36.5 *	17.2	26.9 *	22.1	29.6 *
Age						
19 years or younger	49.9	49.7	53.4	55.9	45.8	51.5 *
20 years	19.9	22.2	21.2	21.2	20.4	17.9
21 years	16.9	14.4	17.4	15.8	18.0	14.9
22 years or older	13.3	13.7	8.0	7.1	15.8	15.7
Presence of Jr. ROTC Program in High School						
Yes	14.4	16.7	12.4	12.1	11.0	14.1 *
No	84.2	83.1	87.5	87.7	87.9	85.4
Don't Know	0.9	0.2	0.2	---	0.8	0.5

---

* Differences between 1972 and 1973 are statistically significant.

TABLE B-1

DEMOGRAPHIC CHARACTERISTICS OF ROTC ENROLLEES

Base: Program Enrollees

	ARMY ROTC		NAVY ROTC		USAF ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
Last Grade of Regular School Completed by Father						
Grade School	7.0	7.5	3.7	3.8	5.1	6.8
Some High School (1-3 years)	8.5	11.4	6.5	4.7	8.7	11.5
Finished High School	28.4	28.1	21.5	21.7	28.0	26.5
Some College (1-3 years)	18.3	19.5	18.6	18.2	22.9	22.0
Finished College or Other Advanced Education	37.9	33.2 *	49.2	51.5	34.8	32.6
Last Grade of Regular School Completed by Mother						
Grade School	4.0	3.4	2.4	1.7	2.5	3.7
Some High School (1-3 years)	8.5	9.3	5.6	5.2	9.2	8.9
Finished High School	44.0	44.8	36.2	33.6	42.3	42.8
Some College (1-3 years)	21.7	19.7	24.4	28.9	20.9	23.2
Finished College or Other Advanced Education	21.7	22.5	30.8	30.6	24.7	20.7 *

TABLE B-2

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* Differences between 1972 and 1973 are statistically significant.

COLLEGE MAJOR SUBJECT OF ROTC ENROLLEES

Base: Program Enrollees

Major Subject Area in College:	ARMY ROTC 1972 (%)	ARMY ROTC 1973 (%)	NAVY ROTC 1972 (%)	NAVY ROTC 1973 (%)	USAF ROTC 1972 (%)	USAF ROTC 1973 (%)
Agriculture/Forestry	4.3	3.6	1.8	2.1	2.9	2.8
Arts/Classics	2.9	6.0 *	1.4	5.7 *	3.6	6.0
Biological Sciences	7.4	6.5	5.4	8.7 *	4.1	6.7
Business	21.9	25.7	19.9	18.0	24.2	26.3
Engineering/Architecture	13.9	8.4 *	30.2	28.8	22.4	18.3 *
Law	5.3	6.2	2.0	1.9	2.1	4.4
Medical Sciences	3.9	7.7 *	1.2	2.0	4.6	4.0
Military Sciences	1.8	0.4	0.4	1.6	---	0.7
Physical Sciences	5.5	6.7	8.5	11.4	9.1	7.2
Social Sciences	20.7	18.3	19.4	13.6 *	15.3	14.9
Theology	0.2	0.4	0.4	---	0.5	0.2
Education	6.7	7.5	2.0	3.3	4.6	6.0
Mathematics	2.6	2.1	2.8	2.1	3.2	2.2
Liberal Arts	2.3	---	2.1	0.8	2.5	0.1
Economics	0.4	---	0.5	0.1	0.2	0.2
Home Economics	---	---	0.4	---	---	---
Other	0.1	0.3	0.8	0.2	0.9	0.5
Undeclared	1.1	1.0	1.1	1.7	0.3	0.9
No Answer	---	---	---	---	---	---

---

* Differences between 1972 and 1973 are statistically significant.

TABLE B-3

SELECTED GOALS AND EXPECTATIONS OF ENROLLEES IN ROTC

Base: Program Enrollees

	ARMY ROTC		NAVY ROTC		USAF ROTC	
	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
Expected Level of Education:						
College Degree	36.5	33.9	29.3	31.1	31.3	30.4
Beyond College	63.2	65.5	70.6	68.7	68.5	69.3
Most Important Life Goal:						
Working for a better society	11.9	9.7	14.3	11.2 *	12.0	9.8
Doing challenging work	16.5	16.1	22.8	20.9	21.2	16.6 *
Making a lot of money	5.4	5.0	2.0	2.5	3.2	4.9
Learning as much as I can	11.9	10.2	11.6	13.3	10.7	13.5
Helping other people	17.0	16.5	15.6	13.9	15.3	15.2
Having a secure, steady job	15.5	20.4 *	9.0	10.8	15.4	16.7
Being able to do what I want to in a job	11.6	12.7	14.7	14.3	12.8	12.2
Raising my own social level	0.4	1.6	0.7	1.2	0.9	1.3
Recognition/Status	1.0	1.9	1.3	1.2	1.1	0.9
Adventure/Excitement	8.8	5.7	7.9	9.8	7.5	7.9

NOTE: Results exclude "Don't know" and "No answer" responses.

* Differences between 1972 and 1973 are statistically significant.

TABLE B-4

ASSESSMENT OF THE OPPORTUNITY

TO ACHIEVE MAJOR LIFE GOALS IN THE MILITARY SERVICE

Base: Program Enrollees

	ARMY ROTC		NAVY ROTC		USAF ROTC	
Most Important Life Goal	1972 (%)	1973 (%)	1972 (%)	1973 (%)	1972 (%)	1973 (%)
Working for a better society	28.1	20.7 *	24.2	23.4	31.4	37.9 *
Doing challenging work	58.7	58.1	67.7	66.4	72.6	78.6 *
Making a lot of money	12.4	16.5 *	7.4	12.2 *	16.2	21.6 *
Learning as much as I can	41.9	39.3	46.7	47.6	59.8	67.5 *
Helping other people	38.4	34.3 *	36.1	34.8	37.5	42.5 *
Having a secure, steady job	85.9	81.4 *	91.2	93.0	91.0	92.1
Being able to do what I want to in a job	14.1	13.7	15.7	19.1	23.2	26.6
Raising my own social level	30.8	30.1	32.9	32.2	33.4	41.0 *
Recognition/Status	63.6	64.5	73.2	72.9	70.7	75.5
Adventure/Excitement	80.9	77.2	82.6	84.1	85.9	85.6

---

*Differences between 1972 and 1973 are statistically significant.

TABLE B-5

Appendix C

1973 ROTC SURVEY QUESTIONNAIRE

GILBERT YOUTH RESEARCH
515 MADISON AVENUE
NEW YORK, N. Y. 10022

JOB #700524-C
MARCH, 1973

Office of Management and Budget
Approval No: 022R-0304
Expires: June, 1974

COLLEGE ROTC SURVEY

Hello, I'm (INTERVIEWER'S NAME) of Gilbert Youth Research in New York. We are interested in finding out how young people feel about college and the Military Service. The information you give me will be used on an anonymous basis only.

SECTION "A" EDUCATIONAL ASPIRATIONS 6-4

First of all . . .

1a. What year of college are you in?

Freshman ___7-1
Sophomore ___2
Junior ___3
Senior ___4
Other (SPECIFY) ______

1b. Are you in ROTC, ROC, AVROC, PLC or any other college military officer training program?

Yes ___8-1
No ___2 END INTERVIEW, RE-USE QUESTIONNAIRE

1c. (INTERVIEWER: ASK ONLY IF "SENIOR" IS CHECKED IN Q. 1A ABOVE; OTHERWISE, GO DIRECTLY TO Q. 1D)

Do you plan to graduate this Spring? Yes ___9-1 No ___2

1d. Do you plan to continue your schooling next Fall? Yes ___10-1 No ___2 Undecided ___3

2a. (HAND RESPONDENT CARD #1) Would you look at this card and tell me what is the highest level of education you expect to achieve?

a. College Graduate (Bachelor's Degree) ___11-1
b. Beyond College (Graduate or Professional Degree) ___2
c. Neither of these (Plan to Quit/ Leave School) ___3

2b. What are your main reasons for wanting to achieve this level of education?

______ 12-
______ 13-

3. (HAND RESPONDENT CARD #2) What is your major college subject area?

a. Agriculture - Forestry ___14-1
b. Arts - Classics . . ___2
c. Biological Sciences . ___3
d. Business . . . . . ___4
e. Engineering - Architecture . . ___5
f. Law . . . . ___6
g. Medical Sciences . . ___7
h. Military Sciences . . ___8
i. Physical Sciences . . ___9
j. Social Sciences . . ___0
k. Theology . . . . . ___x
l. Education . . . . . ___y
m. Other (SPECIFY) ______ 15-

4. What are your average grades in college?

a. Mostly A's/All A's ___16-1
b. A's and B's . . ___2
c. B's and C's . . ___3
d. C's and D's ___4
e. D's and below ___5

(17-30)

SECTION "B"

LIFE GOALS & CAREER GOALS

5a. What do you think will be important in your life. . .I will read some statements describing a person's aim in life and you tell me how important each statement is for you personally. (HAND RESPONDENT CARD #3) Here is a rating scale from 1 to 5. Something which is extremely important to you, you would rate 5; something which is not at all important you would rate 1. You can rate any statement between 1 and 5 depending upon how important you feel this statement is to you personally.

INTERVIEWER: READ THE STATEMENT THAT HAS A RED "X" FIRST. WORK DOWN THE LIST OF STATEMENTS AND GO BACK TO THE BEGINNING WHEN NECESSARY. FOR EXAMPLE: IF STATEMENT "C" HAS A RED "X", READ THIS STATEMENT FIRST, CIRCLE THE RATING GIVEN, THEN CONTINUE IN THE SAME MANNER FOR STATEMENTS "D", "E", "F", "G", "H", "I", "J" "A" AND "B" IN THAT ORDER.

(CIRCLE ONE NUMBER ONLY FOR EACH STATEMENT)

a. Working for a better society	1	2	3	4	5	(31-)
b. Doing challenging work	1	2	3	4	5	(32-)
c. Making a lot of money	1	2	3	4	5	(33-)
d. Learning as much as I can	1	2	3	4	5	(34-)
e. Helping other people	1	2	3	4	5	(35-)
f. Having a secure, steady job	1	2	3	4	5	(36-)
g. Being able to do what I want to in a job . .	1	2	3	4	5	(37-)
h. Raising my own social level	1	2	3	4	5	(38-)
i. Recognition/Status	1	2	3	4	5	(39-)
j. Adventure/Excitement	1	2	3	4	5	(40-)

5b. (HAND RESPONDENT CARD #4) Please look at this card of statements and tell me the three most important statements which describe your aim in life, the first most important, the second most important, and the third most important. Just give me the letter designation that appears at the side of the statement. (RECORD LETTERS BELOW)

The first most important statement is letter: ______41-

The second most important statement is letter: ______42-

The third most important statement is letter: ______43-

5c. (REFER TO CARD #4 AGAIN) Where do you think you would be better off for achieving these life or career goals. . .in the military service or in civilian life?

Let's start with "Working for a better society". . .(RECORD BELOW UNDER APPROPRIATE COLUMN)

INTERVIEWER: REPEAT THE QUESTION FOR EACH OF THE STATEMENTS LISTED, RECORDING EACH ANSWER AS YOU ASK THE QUESTION, ON THE CORRECT LINE IN THE APPROPRIATE COLUMN.

	Military Service	Civilian Life
a. Working for a better society	______44-1	______2
b. Doing challenging work	______45-1	______2
c. Making a lot of money	______46-1	______2
d. Learning as much as I can	______47-1	______2
e. Helping other people	______48-1	______2
f. Having a secure, steady job	______49-1	______2
g. Being able to do what I want to in a job . .	______50-1	______2
h. Raising my own social level	______51-1	______2
i. Recognition/Status	______52-1	______2
j. Adventure/Excitement	______53-1	______2

6. (HAND RESPONDENT CARD #5) Please look at this card and tell me for each of the reasons listed, how strongly it would influence or has influenced your decision to apply for military officer training... strong influence, some influence, or no influence at all (RECORD ONE ANSWER FOR EACH REASON)

REASONS:	Strong Influence	Some Influence	No Influence
a. Military career opportunities	54-1	2	3
b. Travel, adventure, and new experiences	55-1	2	3
c. Serve my country	56-1	2	3
d. Opportunity for further academic education	57-1	2	3
e. Qualify for G.I. Bill benefits. . . .	58-1	2	3
f. Pay and allowances	59-1	2	3
g. Benefits such as medical care, BX/PX, etc.	60-1	2	3
h. Avoid being drafted	61-1	2	3
i. Become more mature	62-1	2	3
j. Status and prestige of being an officer .	63-1	2	3
k. Difficulty in finding a suitable civilian job	64-1	2	3
l. Fulfilling my military obligation at a time of my choice. . . .	65-1	2	3
m. Opportunity for special professional/technical training . . .	66-1	2	3

(67-80)

SECTION "C" MILITARY INFORMATION

6-2

(7-)

7a. We are interested in finding out how much you know about military life, particulary about military officers. First, let's talk about the pay that officers receive.

(HAND RESPONDENT CARD #6) When was the last time that the starting pay for officers changed? (CHECK ONLY ONE ANSWER)

a. October 1945 ____8-1
b. June 1957 ____2
c. April 1963 ____3
d. February 1968 ____4
e. November 1971 ____5
f. January 1972 ____6
g. January, 1973 ____7
Don't Know ____y

7b. About how much money in total does a beginning officer earn in a month? That's basic pay plus allowances for an unmarried commissioned officer. (CHECK ONE ANSWER ONLY)

a. Less than $100 a month ____9-1
b. $100 - $200 a month . ____2
c. $201 - $400 a month . ____3
d. $401 - $600 a month . ____4
(ASK Q. 7c)

e. $ 601 - $ 800 a month ____5
f. $ 801 - $1,000 a month ____6
g. $1,001 - $1,250 a month ____7
(ASK Q. 7c)

Don't Know . . . . ____y (GO TO Q.7d)

7c. Is this money MORE, LESS, or ABOUT THE SAME as a college graduate would earn in his first job?

a. More ____10-1
b. Less ____2
c. About the same ____3
Don't Know . ____y

7d. (HAND RESPONDENT CARD #7) About how much basic pay does a beginning officer earn in a month? Just basic pay, not allowances for an unmarried, commissioned officer.

a. $100 a month	11-1	e. $700 a month	5
b. $250 a month	2	f. $850 a month	6
c. $400 a month	3	g. $1,000 a month	7
d. $550 a month	4	Don't Know	y

7e. (HAND RESPONDENT CARD #8) Which of these military officer training programs have you heard of? (CHECK "✓" EACH PROGRAM "HEARD OF" UNDER Q. 7e BELOW)

7f. (FOR EACH PROGRAM "HEARD OF", ASK:) What branches of the military servi[illegible] is (PROGRAM) sponsored by? (CHECK "✓" SERVICE UNDER Q. 7f BELOW, ON THE CORRECT LINE AND IN THE APPROPRIATE COLUMN)

	Q. 7e	Q. 7f SERVICE:					
Program	Heard of (CHECK "✓")	Army	Navy	Air Force	Marine Corps	Coast Guards	All of These
a. ROC	12-1	13-1	2	3	4	5	6
b. PLC	2	14-1	2	3	4	5	6
c. ROTC	3	15-1	2	3	4	5	6
d. AVROC	4	16-1	2	3	4	5	6
e. TLC	5	17-1	2	3	4	5	6

Now, let's talk about ROTC . . . .

8a. (HAND RESPONDENT CARD #9) Which of these college costs can ROTC pay for?

a. College Tuition and Books, but no expense money	18-1	d. Both College Tuition (incl. Books) and other College Expenses	4
b. Civilian Clothing	2	e. All of the Above .	5
c. Other College Expenses . .	3	Don't Know . . .	y

8b. ROTC offers both scholarship and non-scholarship programs. Which of these have you ever heard of?

Scholarship .	19-1	Both . . .	3
Non-Scholarship	2	Heard of neither	4

8c. Would you say that scholarships and subsistence allowances are one and the same thing, or are they different?

Same 20-1 (GO TO Q. 9a) Different 2 (ASK Q. 8d)

8d. In what way do they differ? ______ 21-

______ 22-

______

9a. (HAND RESPONDENT CARD #10) After he graduates from college, how long does a man with an ROTC scholarship have to serve as an officer in each service? In answering the question, do not include the additional time he will have to spend if he takes aviation training after commissioning.

Let's start with . . . "Army ROTC" (REPEAT THE QUESTION FOR NAVY ROTC AND FOR AIR FORCE ROTC.)

	2 Years	3 Years	4 Years	Don't Know
a. Army ROTC	23-1	2	3	4
b. Navy ROTC	24-1	2	3	4
c. Air Force ROTC	25-1	2	3	4
d. There is no difference between Services	25-y			

9b. (HAND RESPONDENT CARD #11) Men in some ROTC programs receive money for room and board and expenses. It's called subsistence allowance. Please look at the card and tell me about how much subsistence allowance do they get a month?

a. $ 25 a month ____26-1
b. $ 50 a month ____2
c. $100 a month ____3
d. $150 a month ____4
e. $200 a month ____5
f. $250 a month ____6
g. $300 a month ____7
Don't Know . ____y

(27-)

9c. (HAND RESPONDENT CARD #6 AGAIN) When was the last time ROTC subsistence allowance changed?

a. October 1945 ____28-1
b. June 1957 ____2
c. April 1963 ____3
d. February 1968 ____4
e. November 1971 ____5
f. January 1972 ____6
g. January 1973 ____7
Don't Know ____y

9d. How did you find out about ROTC? Was it from your . . . (READ LIST) (RECORD BELOW)

a. Father . . . . ____29-1
b. Mother . . . . ____2
c. Brothers . . . . ____3
d. Other relatives . . . ____4
e. Close friends . . . . ____5
f. School acquaintances . ____6
g. Teachers . . . . ____7
h. Counselors . . . . . . ____8
i. Military recruiter at school ____9
j. Military recruiter away from school . . ____0
k. Other (SPECIFY) ________________

9e. Have you seen or heard any advertising for college ROTC? If so, for which college ROTC program have you seen or heard it?

Army . . . . ____30-1
Navy . . . . ____2
Air Force . . . . ____3
All of them . . . . . ____4
Have not seen or heard any advertising . . ____5

SECTION "C" **ROTC INFORMATION**

10. (HAND RESPONDENT CARD # 12) Which of these programs are you in?

a. ROTC . . ____31-1 CONTINUE WITH Q. 11, ON THE NEXT PAGE
b. ROC . . ____2
c. AVROC . . ____3
d. PLC . . ____4
GO DIRECTLY TO Q. 23, PAGE 7

(32-47)

INTERVIEWER: ASK ROTC STUDENTS ONLY

11. Are you in the Basic ROTC Program or the Advanced ROTC Program?

Basic ROTC ___48-1 (ASK Q. 12a)   Advanced ROTC ___2   Don't Know ___3   GO TO Q. 13

12a. (IF "BASIC ROTC", ASK:) Do you intend to continue into Advanced ROTC?

Yes ___49-1 (GO TO Q. 13)   No ___2   Don't Know ___3   ASK Q. 12b

12b. (IF "NO" "DON'T KNOW" IN Q. 12a ABOVE, ASK:) Why do you say that?

______________________________ 50-

______________________________ 51-

ASK ALL ROTC STUDENTS

13. Which branch of Service are you in?

Army ___52-1   Navy ___2   Air Force ___3   Marine Corps ___4   Coast Guard ___5

14. What is the length of your program in terms of the number of years of receiving money to be an officer? Does it pay for 2 years, 3 years, 4 years or none of these?

2 years ___53-1   3 years ___2   4 years ___3   None ___4 (GO TO Q. 15d)   ASK Q. 15a

15a. Do you have an ROTC scholarship?   Yes ___54-1   No ___2 (GO TO Q. 15d)

15b. Would you have joined ROTC without getting a scholarship?

Yes ___55-1   No ___2   Don't Know ___3

15c. Would you stay in ROTC without a scholarship?   Yes ___56-1   No ___2   Don't Know ___3   GO TO Q. 16a

15d. Do you hope to get a scholarship?   Yes ___57-1   No ___2

16a. Do you receive ROTC subsistence allowance?   Yes ___58-1   No ___2   Not Applicable ___3   (GO TO Q. 17)

16b. Would you have joined ROTC without getting subsistence allowance?

Yes ___59-1   No ___2   Don't Know ___3

17. Would you have joined ROTC, under this condition . . . if you dropped out during the first two years, you would have to repay all Government funds spent toward your education?

Yes ___60-1   No ___2   Don't Know ___3

(61-)

18. Would you stay in ROTC if there were no subsistence allowances?

Yes ___62-1   No ___2   Don't Know ___3

19. Would you stay in ROTC if you didn't get credit for the military courses?

Yes ___63-1   No ___2   Don't Know ___3   Don't get credit now ___4

20. What are your average grades in ROTC?

a. Mostly A's/All A's __64-1 c. B's and C's ___3

b. A's and B's . . ___2 d. C's and D's ___4 e. D's and below ___5

21. Now tell me in your own words, how you happened to join ROTC. ________ 65-

________ 66-

________ 67-

22. (HAND RESPONDENT CARD #15) Which one of the following persons MOST influenced your decision to enter ROTC?

a. Service recruiter . . . __68-1 d. School counselor ___4

b. Someone in the Service other than a recruiter . . . ___2 e. Someone else . ___5

c. Parents, friend or relative ___3 No one . . ___6

INTERVIEWER: ASK EVERYONE

23. (HAND RESPONDENT CARD #16) If there had been no draft and you had no military obligation, do you think you would have enrolled in a military officer training program?

a. Definitely yes __69-1 c. Probably no ___3

b. Probably yes ___2 d. Definitely no ___4 e. I don't know ___5

24. (HAND RESPONDENT CARD #17) Do you plan to stay in the Service at the end of your initial obligated period of service as a commissioned officer? Please look at this card and tell me what your plans are.

a. No, I plan to leave when I complete my obligation __70-1

b. I am undecided . . . . ___2

c. Yes, I plan to stay in for a while . . . . ___3

d. Yes, I plan to make the Service my career . . ___4

25a. (HAND RESPONDENT CARD #18) If you had no military obligation, and were permitted to leave your military officer training program, would you do so?

a. Yes, I would leave the Program as soon as possible __71-1

b. No, I would stay in the Program . . . . . ___2

c. I don't know . . . . ___3

25b. Why do you say that? ________ 72-

________ 73-

____

6-3

26. Is ROTC compulsory at your school? Yes __7-1 No ___2 Don't Know ___3

27. Do you get course credit toward graduation for taking ROTC in college?

Yes __8-1 No ___2 Don't Know ___3

28a. How do ROTC instructors compare with other faculty members at your school? Would you say your ROTC instructors are BETTER, WORSE, or ABOUT AS GOOD as the other members of the faculty?

Better __9-1 Worse ___2 About as good ___3 No opinion ___4

28b. How could ROTC improve the instruction? ________ 10-

________ 11-

________ 12-

29. **Should ROTC abolish drills and marching?** Yes ____13-1 No ____2 Don't Know ____3

30. **Should ROTC activities be held off-campus?** Yes ____14-1 No ____2 Don't Know ____3

31a. **How does ROTC course work compare with other courses at your school? Would you say the content of your ROTC courses is BETTER, WORSE, or ABOUT AS GOOD as the other courses?**

a. ROTC courses are better	____15-1	c. About as good . . .	____3
b. ROTC courses are worse	____2	d. Depends on the course	____4

31b. How could ROTC improve the content of the course work? ____________ 16-

____________ 17-

____________ 18-

31c. Should you get credit for ROTC courses? Yes ____19-1 No ____2 Don't Know (No Opinion) ____3

32. **(HAND RESPONDENT CARD #19) Please look at this card and tell me for each of the items listed, how strongly it would influence or has influenced your decision to apply for a college military officer training program . . a strong influence, some influence, or no influence at all. (RECORD ONE ANSWER FOR EACH ITEM)**

	Strong Influence	Some Influence	No Influence
a. Which particular Service I am trained for (Army, Navy, Air Force, Marine Corps)	20-1	2	3
b. Whether I become an aviation officer (get to fly) or not	21-1	2	3
c. Whether I become a "ground" officer (do not get to fly) or not	22-1	2	3
d. How much money I get each month I'm in college (subsistence allowance)	23-1	2	3
e. If I get expense money for all [illegible] years of college .	24-1	2	3
f. If I get expense money just for the last 2 years of college	25-1	2	3
g. If I have to go to summer camp	26-1	2	3
h. If my college tuition is paid (Scholarship Program) .	27-1	2	3
i. If I get to go to the college of my choice . . .	28-1	2	3
j. If I get paid to go to college, regardless of my father's income	29-1	2	3
k. If I have to go into the military service	30-1	2	3
l. If I have to take courses in military subjects in college	31-1	2	3
m. If I have to drill (march) on campus	32-1	2	3
n. How many years I have to serve in the military after I graduate from college	33-1	2	3
o. How many years I have to serve in the Reserves after I complete Active Duty	34-1	2	3

33. What is the best feature in the ROTC Program? ____________ 35-

____________ 36-

____________ 37-

34. What is the biggest problem with the ROTC Program? ____________ 38-

____________ 39-

____________ 40-

35a. Whom did you generally seek advice from when you wanted information about Military Service? Was it your . . . (READ LIST BELOW) (RECORD BELOW UNDER Q. 35a)

35b. Whom did you generally seek advice from when you wanted information about college? Was it your . . . (READ LIST BELOW) (RECORD BELOW UNDER Q. 35b)

		Q. 35a Military	Q. 35b College
a.	Father	____41-1	____43-1
b.	Mother	____2	____2
c.	Brothers	____3	____3
d.	Other relatives	____4	____4
e.	Close friends	____5	____5
f.	School acquaintances . . .	____6	____6
g.	Teachers	____7	____7
h.	Counselors	____8	____8
i.	Military recruiter at school .	____9	____9
j.	Military recruiter away from school	____0	____0
k.	Other (SPECIFY) ____________	____42-	____44-

36. Was there a Junior ROTC Program at your high school? Yes ____45-1 No ____2 Don't Know ____3

GO TO Q. A1

36a. What did you think of the Junior ROTC Program in your high school?

____ 46-

____ 47-

36b. Were you ever enrolled in a Junior ROTC Program? Yes ____48-1 No ____2

36c. Which branch of the Armed Service would you say is best overall?

Army ____49-1 Air Force ____3 Coast Guard . . . . ____5

Navy ____2 Marine Corps ____4 All the same, no difference ____6

(50-80)

MISCELLANEOUS - CLASSIFICATION

6-1

Now, some final questions about yourself and your family . . . (1-49)

A1. AGE: How old are you as of your last birthday? (INTERVIEWER: IT IS ABSOLUTELY NECESSARY TO OBTAIN THIS INFORMATION)

16 years ____50-1 18 years ____3 20 years ____5 22 years & older ____7

17 years ____2 19 years ____4 21 years ____6

A2. What is your date of birth? (INTERVIEWER: IT IS ABSOLUTELY NECESSARY TO OBTAIN THIS INFORMATION)

Month ____51- Day ____ (52-53) Year ____ (54-55)

INTERVIEWER

IF RESPONDENT IS NOT OLD ENOUGH (UNDER 18) TO REGISTER FOR THE DRAFT (SELECTIVE SERVICE), GO DIRECTLY TO Q. B1. OTHERWISE, CONTINUE WITH Q. A3

A3. Have you registered with the Selective Service? Yes ____56-1 (ASK Q. A4) No ____2 (GO TO Q. B1)

A4. (IF "YES" IN Q. A3, ASK:) What is your draft classification now? (If your draft board has classified you, then you have received the card, "SELECTIVE SERVICE NOTICE OF CLASSIFICATION". On that card, your classification appears as a Roman numeral and a letter, for example, I-A, II-S, I-H, etc.)

DRAFT CLASSIFICATION

I-A 57-1
I-A-O 2
I-C 3
I-D 4
I-O 5

I-W 6
II-A 7
II-C 8
II-D 9

II-S 0
III-A x
IV-A y
IV-B 58-1
IV-D 2

IV-F 3
IV-G 4
IV-W 5
V-A 6
I-H 7

B1. **MARITAL STATUS:** Are you currently married or single?

Married 59-1 (GO TO Q. C)
Single 2

B2. (IF "SINGLE", ASK:) How likely is it that you will get married in the next 12 months? Would you say that it is very unlikely, there is a small chance, a good chance, or that you definitely will get married?

Very unlikely 60-1
Small chance 2

Good chance . . 3
Definitely will 4

C. **RESPONDENT'S OCCUPATION:** Do you have a job at the present time? If so, is it a part-time or a full-time job?

Not employed 61-1
Part-time 2
Full-time 3

D1. **DISPOSABLE INCOME:** Approximately how much income would you say you yourself received in the past 12 months - that is, counting all sources such as a job, allowance, gifts, etc? Please try to give your best estimate.

Under $300 . . 62-1
$300 - $399 . . 2
$400 - $499 . . 3
$500 - $799 . . 4
$800 - $999 . . 5

$1,000 - $1,499 . . 6
$1,500 - $1,999 . . 7
$2,000 - $2,999 . . 8
$3,000 - $3,999 . . 9
$4,000 or more . . 0
Don't Know . . . y

D2. About what percentage of this income was pretty much yours to spend as you wanted? In other words, what percentage was left for you to save or spend as you pleased after you paid for all absolute necessities? Please try to give your best estimate.

Under 10% 63-1
10 - 19% 2
20 - 29% 3
30 - 39% 4

40-49% 5
50-59% 6
60-69% 7
70-79% 8

80 - 89% 9
90 - 100% 0
Don't Know y

E. **TOTAL FAMILY INCOME:** (HAND RESPONDENT CARD #20) Would you please look at this card and tell me in which group your total family annual income falls . . . Please add up the income (including social security, interest, dividends, or any other significant income) of all the workers in your household. Please give me the letter designation only of the income group. (RECORD BELOW)

a. $2,999 or under 64-1
b. $3,000 - $4,999 2
e. $5,000 - $7,999 3
d. $8,000 - $10,999 4
e. $11,000 - $13,999 5

f. $14,000 - $16,999 6
g. $17,000 - $19,999 7
h. $20,000 or over 8
Refused . . . 9
Don't Know . . y

F. (HAND RESPONDENT CARD #21) What was the last grade of regular school your parents attended and completed? Please answer for each parent separately.

	Father	Mother
a. Grade School	65-1	66-1
b. Some High School (1-3 years) . . .	2	2
c. Finished High School	3	3
d. Some College (1-3 years)	4	4
e. Finished College or other advanced education (technical or business school) . . .	5	5

G. Do you live at home with your parents? Yes 67-1 No 2

TO BE FILLED IN BY INTERVIEWER FROM OBSERVATION ONLY

H. RACE OF RESPONDENT: White 68-1 Black 2 Other 3

TYPE OF NEIGHBORHOOD:

Large Metropolitan	Central City	70-1
	Outside Central City - Urban	2
	Outside Central City - Rural	3
Small Metropolitan	Central City	4
	Outside Central City - Urban	5
	Outside Central City - Rural	6
Non-Metropolitan	Urban	7
	Rural - Farm	8
	Rural - Non-Farm	9

BE SURE TO FILL IN CITY, COUNTY, AND STATE

Respondent's Name: __________

Present Address: __________

City: 71-72 County: 73-74 State: 75-76

Interviewer's Name: __________

Date: __________ Day of Week: __________

Time Interview Started: __________ Time Interview Ended: __________

SUPERVISOR TO FILL IN THIS SECTION

Interviewer verified on (DATE): __________

Question #'s: ______ ______ ______ checked.

Appendix D

APPROXIMATE TESTS OF STATISTICAL SIGNIFICANCE

Approximate Sampling Tolerances for Differences Between Two Survey Percentages at or Near These Levels

Applicable Group	Size of Samples Being Compared	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
ARMY ROTC	900 - 800	3%	4%	4%	5%	5%
USAF ROTC	850 - 750	3%	4%	5%	5%	5%
NAVY ROTC	600 - 600	3%	5%	5%	6%	6%

(95 in 100 Confidence Level)

This table provides an approximate test of the statistical significance of the difference between any two percentages at the .05 level of significance. An illustration of the use of the table is as follows:

> For two sample sizes of approximately 600 and percentages ranging around 10%, the difference in rates between two samples would have to exceed 3% in order to achieve statistical significance at the .05 level of significance.

Note that two independent samples are assumed.

Appendix E

RELATIONSHIP OF REGULAR COLLEGE GRADES AND ROTC GRADES:

1973 Program Enrollees

BASE: 1973 Army ROTC Enrollees

COLLEGE GRADE POINT AVERAGE

ROTC GRADES	Mostly A's/ All A's (%)	A's and B's (%)	B's and C's (%)	C's and D's (%)	D's and Below (%)
Mostly A's/All A's	80.4	54.8	28.8	16.4	
A's and B's	15.5	35.0	48.7	31.2	
B's and C's		10.2	21.8	51.7	
C's and D's			.8	.7	100.0
D's and Below	4.1				
Total	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE E-1

BASE: 1973 Navy ROTC Enrollees

COLLEGE GRADE POINT AVERAGE

ROTC GRADES	Mostly A's/ All A's (%)	A's and B's (%)	B's and C's (%)	C's and D's (%)	D's and Below (%)
Mostly All A's/All A's	82.1	33.8	10.8	9.6	
A's and B's	15.3	56.5	49.2	26.9	
B's and C's	2.6	8.6	36.8	47.5	100.0
C's and D's		.5	3.2	9.4	
D's and Below		.5		6.8	
Total	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE E-2

BASE: 1973 Air Force ROTC Enrollers

	COLLEGE GRADE POINT AVERAGE				
ROTC GRADES	Mostly A's/ All A's (%)	A's and B's (%)	B's and C's (%)	C's and D's (%)	D's and Below (%)
Mostly A's/All A's	75.8	49.6	25.9	17.0	29.0
A's and B's	24.2	44.3	54.9	55.7	
B's and C's		6.0	18.1	27.5	71.0
C's and D's			1.1		
D's and Below					
Total	100.0%	99.9%	100.0%	100.2%	100.0%

TABLE E-3